

# *CITY OF GOODYEAR*

## *CITY CENTER SPECIFIC AREA PLAN*

*SEPTEMBER 25, 2006*

*as revised April 13, 2009 (Resolution 09-1299)*





# RESOLUTION OF ADOPTION

## ORDINANCE NO. 06-1026

**AN ORDINANCE OF THE MAYOR AND COUNCIL OF THE CITY OF GOODYEAR, MARICOPA COUNTY, ARIZONA, APPROVING THE GOODYEAR CITY CENTER SPECIFIC AREA PLAN, DATED SEPTEMBER 25, 2006, PROVIDING FOR REGULATORY LAND USE, INFRASTRUCTURE AND DESIGN STANDARDS IN THE DEVELOPMENT OF ALL PROPERTIES LOCATED WITHIN THE BOUNDARIES OF THE EXISTING AND PLANNED GOODYEAR BOULEVARD, WHICH ENCOMPASSES APPROXIMATELY 200 ACRES AROUND THE INTERSECTION OF YUMA ROAD AND ESTRELLA PARKWAY; PROVIDING SEPARABILITY; AND PROVIDING FOR AN EFFECTIVE DATE.**

**BE IT RESOLVED, by the Mayor and Council of the City of Goodyear, Maricopa County, Arizona, as follows:**

WHEREAS, the Goodyear General Plan 2003 – 2013, which was ratified by the citizens of Goodyear on November 4, 2003, provided goals and policies on developing a City Center Specific Area Plan on 200 acres within the boundaries of the existing and planned Goodyear Boulevard around the intersection of Yuma Road and Estrella Parkway (herein referred to as the "Property"); and,

WHEREAS, the General Plan included policies on creating a "City Center" on the Property where there would be an integration of various residential, employment and municipal uses; and,

WHEREAS, the City, after an extensive public participation program, has developed a City Center Specific Area Plan to implement Priority Number 4 in the Implementation Program of the Goodyear General Plan; and,

WHEREAS, the City Center Specific Area Plan provides regulatory land use, infrastructure, and design standards to be imposed on the development of all lands within the 200 acres encompassing the Property; and,

WHEREAS, the City of Goodyear Planning and Zoning conducted public hearings on the Goodyear City Center Specific Area Plan, dated September 25, 2006, in the manner prescribed by law, for the purpose of imposing regulatory land use, infrastructure and design standards on the development of lands within the Property at their regular meeting on July 19, 2006, and a special meeting on August 2, 2006; and,

WHEREAS, due and proper notice of such public hearings before the City of Goodyear Planning & Zoning Commission was given in the time, form, substance and manner provided by law; and,

WHEREAS, the City of Goodyear Planning & Zoning Commission has recommended to the Mayor and Council of the City of Goodyear, Arizona that it adopt the Goodyear City Center Specific Area Plan, dated September 25, 2006; and,

WHEREAS, the Mayor and Council of the City of Goodyear, Arizona, after conducting a public hearing on the Goodyear City Center Specific Area Plan, dated September 25, 2006, desire to accept the recommendation of the Planning & Zoning Commission, and adopt the Goodyear City Center Specific Area Plan, dated September 25, 2006.

NOW, THEREFORE, BE IT ORDAINED, by the Mayor and City Council of the City of Goodyear, Maricopa County, Arizona, as follows:

Section 1. That the Goodyear City Center Specific Area Plan, dated September 25, 2006, is hereby adopted, and shall govern the development of all lands within the Property.

Section 2. That it is in the best interests of the City of Goodyear that the Goodyear City Center Specific Area Plan, dated September 25, 2006, be adopted.

Section 3. If any section, subsection, sentence, clause, phrase or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision and such holding shall not affect the validity of the remaining portions thereof.

Section 4. That this Ordinance shall become effective at the time and in the manner as provided by law.

PASSED AND ADOPTED by the Mayor and Council of the City of Goodyear, Arizona, this 25 day of Sept. 2006.

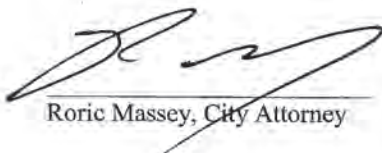
  
James M. Cavanaugh, Mayor

9/26/06  
Date

ATTEST:

  
Dee Cockrum, City Clerk

APPROVED AS TO FORM:

  
Roric Massey, City Attorney



CERTIFICATION OF RECORDING OFFICER

STATE OF ARIZONA )

COUNTY OF MARICOPA )

I, the undersigned Dee Cockrum, being the duly appointed, acting qualified City Clerk of the City of Goodyear, Arizona, certify that the foregoing Ordinance 2006-1026, passed and adopted at a City Council Meeting of the Council of the City of Goodyear, Maricopa County, Arizona held on the 25 day of Sept., 2006, at which a quorum was present and, by a 5-0 vote, voted in favor of said Ordinance.

Given under my hand and seal, this 25 day of Sept., 2006.

Seal



*Dee Cockrum*  
City Clerk

(Full text of the resolution may be found in Appendix G)





# ACKNOWLEDGEMENTS

## City of Goodyear Mayor and Council

Mayor James M. Cavanaugh	Vice Mayor Frank Cavalier	
Rob Antoniak	Brenda Holland	Georgia Lord
Fred Scott	Richard A. Sousa	

## Planning and Zoning Commission

David Horsman Chairman	Joanne Osborne Vice Chair	
Gabriel Bey	Carrol de Broekert	Gary Gelzer
Sheri Lauritano	Sean Laux	

## Technical Advisory Committee

Georgia Lord (Chair)	Jamie Cavalier (Vice Chair)	
Fred Amator	Irene Aguirre	Gabriel Bey
Christie Birdsell	John Chopas	Harold Coleman
Jenifer De La Garza	Barney Helmick	Margaret Horsman
Paula Ilardo	Peter Lamphere	Sheri Lauritano
John Leach	Sue Linney	Harold Mastin
Bonnie Mostert	Julie Richard	Les Stubbs
Les Swafford	Todd Tupper	Tyler Williams
Matt Winslow	Ken Wood	Steve Yamamori

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# Chapter 1 EXECUTIVE SUMMARY



The Goodyear City Center Specific Area Plan provides policies and regulations to guide the development of the Goodyear City Center, located at the intersection of Yuma and Estrella Roads. The 200-acre site is envisioned to evolve over time as the heart of the City. The City Center will provide a variety of venues that offer shopping, dining, cultural and civic events, recreation, City administration and commerce to Goodyear residents and visitors. Architecture and public spaces within the City Center are designed around the elements of the desert.

## LAND OWNERSHIP

The land that comprises the Goodyear City Center is owned by three entities, all of which participated in the development of the Plan, including its regulatory and policy plan Principles and architectural theme. The City of Goodyear, represented by a 26-member Technical Advisory Committee that was charged with developing a level of consensus on the City Center Plan, owns the northwest 40 acres. Rose Properties Southwest owns the southernmost 20 acres in the southeast district. SunMP owns the balance of the site (140 acres).

## PLANNING PROCESS

The two-year planning process included over 25 meetings and substantial public and landowner involvement. The planning process was kicked off in October 2004 with a three-day community-wide Charrette attended by approximately

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200 people. The Charrette resulted in three master plan concepts, which were refined and re-presented in December 2004 to the public at a community meeting and in a flyer and a survey hung on every residence door within Goodyear. Based upon comments received from the Citywide survey, a refined plan was presented in March 2005. Extensive work with the Technical Committee and property owners regarding key issues including circulation and design was undertaken from March through September 2005, culminating with the presentation of a revised plan and design concept that was presented to the Technical Advisory Committee, Planning Commission and City Council at public meetings. Based upon direction from these meetings, implementing policies, regulations and design guidance were developed over the winter of 2005-2006 and spring of 2006. The Plan was adopted unanimously by the City of Goodyear City Council in September, 2006. The public involvement process is documented in Appendix D.

## REGULATORY AUTHORITY

The Plan was adopted by Ordinance No. 06-1026 as a Specific Plan and is consistent with the City of Goodyear General Plan 2003-2013. Interpretation of the Plan shall be the responsibility of the Community Development Director. Proposed development projects within the Goodyear City Center shall follow the City of Goodyear Zoning Ordinance Planned Area Development Procedures (City of Goodyear Zoning Ordinance, Article 3-5-3). Major and minor amendments to the Plan may be made in accordance with the Goodyear City Center Specific Area Plan Amendment Table (page 19).

## SPECIFIC AREA MASTER PLAN

The Plan consists of policies and regulations that guide land use, open space, circulation, landscape and site planning. Within the Plan, regulatory elements are underlined. The Plan creates four City Center districts and establishes land use



The City Center Specific Master Plan creates four districts. District specific principles provide guidance for specific land uses appropriate to each district, the mix of land uses and the pedestrian environment.

and design concepts appropriate to each district. The four districts created by the regulatory plan are; sun and shade/retail and civic land uses (northwest district), wind/hospitality/entertainment/residential land uses (northeast district), rock and vegetation/business park land uses (southeast district) and water/residential land uses (southwest district). Also established within the Plan is the City Center Core, which includes the area within and abutting Main Street.

## LAND USE PRINCIPLES

Nine general land use Principles containing policies and regulations focus on ensuring a mix of vertical and horizontal land uses are arranged to create a pedestrian-friendly environment throughout the City Center. Additional land use Principles provide refinements for roadways (notably, Main Street, Goodyear Boulevard, Yuma Road and Estrella Parkway) and each of the four City Center districts. The roadway focused principles include guidance and regulations regarding predominant and complementary land uses, building height and building setbacks. District-specific principles provide guidance for specific land uses appropriate to each district, the mix of land uses, and the pedestrian environment.

## OPEN SPACE PRINCIPLES

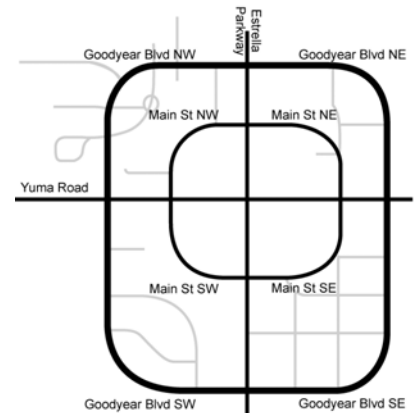
The open space principles within the regulatory plan establishes five types of open spaces within the City Center: Civic, Community, Private, Formal, and the Arroyo. Six open space principles establish the overall function, percentage, and connections for open space within the City Center. Principles specific to each type of open space refine the general principles and focus on the location, design theme, amenities, and accessibility of open space within the City Center. As an example, in the case of the Arroyo, the open space principles define a minimum feature width.

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## CIRCULATION PRINCIPLES

Circulation within the City Center supports a pedestrian-friendly environment which is most intense within the City Center Core. The street principles establish four street types: City Center Scenic Arterial Streets (Estrella Parkway and Yuma Road), City Center Arterial Streets (Goodyear Boulevard), Pedestrian Streets (Main Street) and Neighborhood Streets. Cross sections are established for each of these street types within the circulation principles.

Main Street is planned as a pedestrian-friendly street with two traffic lanes, no center turn lane, wide sidewalks, low vehicular speeds and diagonal on-street parking. Wide hardscape/landscape areas separate generous sidewalks from traffic. Goodyear Boulevard is envisioned to provide a high-volume relief route for through traffic and for traffic accessing development and parking within the City Center. This street is planned as four lanes with the capacity to be widened to six lanes, should traffic warrant. The Plan maintains the through-traffic of Estrella Parkway and Goodyear Boulevard and recognizes that as these streets pass through the City Center, as the City Center develops, facilities will need to be provided that encourage pedestrian activity. These streets are four-lane facilities with a landscaped median and bicycle lanes.



**The street principles establish four street types: City Center Scenic Arterial Streets (Estrella Parkway and Yuma Road), City Center Arterial Streets (Goodyear Boulevard), Pedestrian Streets (Main Street) and Neighborhood Streets.**

## LANDSCAPE PRINCIPLES

The Goodyear City Center is envisioned as a lush, desert environment. The landscape principles require adherence to the City Center Landscape Palette (provided as a plant list in Appendix B of the Plan) and require that a master landscape plan be submitted as part of all PAD submittals. Other policies and regulations included in the Site Planning Principles address the provision of shade and hardscape areas.

## SITE PLANNING PRINCIPLES

The site planning principles guide site-specific development





Desert theme colors, primary color palette



Desert theme colors, accent color palette

*The architectural theme includes policies and regulations that address the colors, patterns and textures, and district design concepts that are planned for the City Center.*

and focus on setbacks, pedestrian orientation and access, building height, windows and facades, parking, lighting and the provision of shade. Specific Site Plan Principles apply to development along Yuma and Estrella Roads, Main Street and Goodyear Boulevard, within and along the Main Street Loop, and to development that occurs within the four City Center districts. Key elements of this section include building height limits within the City Center Core, and outside the City Center Core, with the exception of the Southwest District edge, where building height is further limited. Buildings must be stepped back over a certain height. These Principles also require setbacks for buildings along Main Street, Yuma Road and Estrella Parkway.

## ARCHITECTURAL THEME

The architectural theme of the City Center, which is southwestern contemporary, establishes its image and its connection to the desert environment. The architectural theme includes policies and regulations that address the colors, patterns and textures, and district design concepts that are planned for the City Center. Specific design elements are required, such as the use of water in the southwest district, chimes and flags to capture winds as they pass through the northeast district, and decorative stone or masonry consistent with a southwest contemporary theme in the southeast district, and an iconic sundial tower in the northeast district.

## APPENDICES

The Plan includes six appendices. Appendix A and B are included within the main document and provide definitions for the Plan and the City Center Landscape Palette referenced to on Page 47. Appendices C through F include a summary of the Charrette and public process used to adopt the plan, the economic study used to determine the initial range of City Center land uses, a record of comments received throughout the planning process, and a summary of documents reviewed in the preparation of the Plan.





## BACKGROUND and PURPOSE



The City Center is located at the intersection of Yuma Road and Estrella Parkway.

### DESCRIPTION OF THE SITE

The Goodyear City Center includes the 200 acres surrounding the intersection of Yuma Road and Estrella Parkway. Three entities own the site: the City of Goodyear (40 acres); SunMP (140 acres); and the Wood family (20 acres).

The site is generally level and drains to the south-southwest. Goodyear Boulevard Northwest and Southwest are partially constructed. Goodyear Boulevard Northwest provides the primary roadway access to Desert Edge High School.

### CONTEXT

#### Transportation (motorized)

The City Center is located less than two miles south of Interstate 10 (I-10). Estrella Parkway, one of the two major arterial roadways through the City Center, provides a direct route between I-10 and Estrella Mountain Ranch (located six miles south of the City Center). Estrella Parkway will also provide access to SR 801, the proposed I-10 Reliever, planned to connect Loop 202 with Loop 303 south of Broadway Road (Phase IV of the Regional Transportation Plan (RTP) 2010- 2026). Loop 303, located two miles west of the City Center will connect I-17 to the north with I-10 and the proposed SR 801 in the south. It is anticipated that the Loop 303 extension south of I-10 (Phase III of the RTP 2016-2020) will substantially shorten travel time to Estrella Mountain Ranch and reduce the total vehicle trips currently on Estrella Parkway.

Bullard Avenue, located one mile east of Estrella Parkway, is planned to provide a connection along the west side of the Phoenix/Goodyear Airport between I-10 and Ellwood Street. Ultimately, Bullard Avenue will provide an additional connection between I-10 and the future SR 801.

Estrella Parkway is identified as a future light rail corridor extending from I-10 across the Gila River to Estrella Mountain Ranch. A rail station is planned for the City Center.

Note: Until such time as light rail is developed along Estrella Parkway, it is expected that development of the City Center will proceed according to the City Center Specific Area Plan.

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## Transportation (non-motorized)

When completed, the City of Goodyear Parks and Recreation Master Plan will provide the location of trails that will link to the City Center. Bullard Wash, less than one mile east of the City Center, is a planned trail that will connect the Estrella Mountains to the south with the area north of the Phoenix/Goodyear Airport. The adopted General Plan identifies a bicycle route along Yuma Road. The freight rail tracks east of the airport are planned for a Rails-to-Trails connection from the south of I-10 north to McDowell Road.

## Open Space

### Parks

A 100-acre community park is planned for the northern edge of the City Center. To the west, Desert Edge High School provides additional opportunities for public open space and recreation amenities during non-school hours. Two established neighborhood parks within the Estrella Vista and Wildflower subdivisions are within one-half mile of the City Center.

## Existing and Planned Development

Other than the Goodyear Post Office, the City Center site is currently vacant. Goodyear Boulevard Northwest and Southwest are partially constructed. Estrella Parkway and Yuma Road each consist of four-lanes with no sidewalks and only portions of these roadways have curbing. Desert Edge High School is adjacent to, and accessed from, Goodyear Boulevard Northwest. The school includes parking areas to the east and south.

A post office is located at the southeast corner of Goodyear Boulevard Northeast and Estrella Parkway, with access from Estrella Parkway. Centerra, a mixed-use parcel with a multi-family component, adjacent to Goodyear Boulevard Northeast, is planned at a density of approximately 18 dwelling units (DU) per acre.

The City Center Airpark is a planned business park adjacent to



The City's portion of the City Center currently serves as an aquifer recharge site. One of the principles of the City Center Plan is to use treated wastewater for irrigation purposes to the greatest extent feasible.



Goodyear's Desert Edge High School is immediately west of the City Center site. Along with the planned community park to the north, the Northwestern District is framed by important civic uses.

*The Goodyear City Center Specific Area Master Plan is a plan intended to be carried out over a period of time (as determined by market forces) and as such, an amendment process is incorporated to adapt to market and land uses changes, as well as, evolving design standards to maintain the projects continued relevancy.*

Goodyear Boulevard Southeast. South of Goodyear Boulevard Southeast is the Wood Corporate Campus a planned 242-acre mixed-use development, 20 acres of which are located within the City Center. Access to this site is proposed from Estrella Parkway and Bullard Avenue. The Phoenix/Goodyear Airport is located southeast of the City Center. The City Center is not constrained by airport operations; however, a Federal Aviation Administration (FAA) "Notice of Proposed Construction of Alteration" may be required for some development in accordance with FAA Part 77 regulations. Adjacent to Goodyear Boulevard Southwest is the Estrella Vista single-family subdivision constructed at approximately three DU per acre. The subdivision includes an elementary school and two neighborhood parks.

## BRIEF HISTORY OF PLANNING FOR THE GOODYEAR CITY CENTER

### Introduction

The concept for the Goodyear City Center can be traced back to the mid 1980s. At that time, the City of Goodyear had a population of approximately 2,750 people. Today, Goodyear is home to over 45,000 residents and has established itself through careful planning and upscale subdivisions as a desirable address in the Valley. The City's anticipated build-out population is nearly 390,000 residents (anticipated for the year 2040).

From the start, City-wide plans included the concept of a "core" area where municipal business and city-wide activities and attractions would be located. The principles desired for a City Center and expounded upon in the Goodyear City Center Master Plan (January 1988) remain today and were considered in this Master Plan. In addition to the 1988 master plan, the following documents have influenced city actions in the City Center and reflect the community's vision.

## City of Goodyear General Plan 2003-2013

The Goodyear General Plan Update 2003-2013 (Land Use Element) is the road map for the City to “integrate future growth and development.”

### Land Use Element

The City Center is referenced in the General Plan Land Use, Circulation, Open Space, Growth Areas, Community Character, and Public Services elements. The Goodyear Land Use Plan is developed in response to four general goals:

- create a balanced and sustainable community;
- create a compatible mix of diverse land use;
- ensure mature, viable areas; and
- retain and attract desired employers.

The Land Use Plan has numerous references to the City Center, and specific policy statements regarding its development.

Two policies pertain to promoting the goal of a mix of residential and employment uses:

Policy A-2j: The City shall encourage the development of an appropriate balance of employment uses (i.e., retail, office, entertainment/cultural) and integrated higher density uses at the City Center and Village Centers as well as within the high intensity mixed-use corridors.

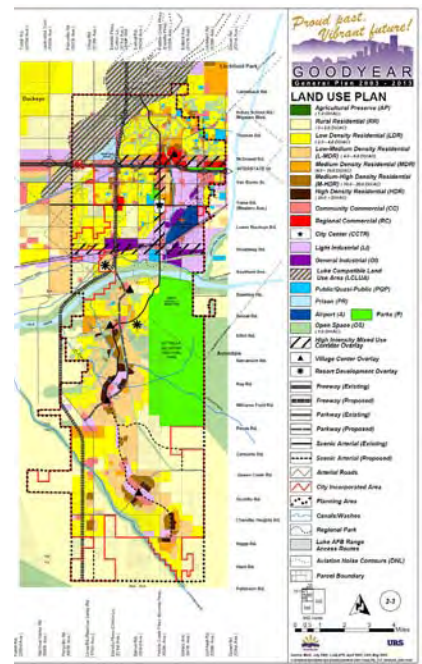
Policy A-2k: The City shall identify the appropriate mix of uses, densities/intensities, guidelines and standards, integration of transit, and phasing for the City Center.

The Land Use Plan includes a land use category definition for the City Center that reads:

“City Center (CCTR) -- Denotes the area where a mix of integrated and adjacent residential and employment land uses are located at the geographic center of the City. The City Center is the heart of Goodyear. Appropriate uses may include, but are not limited to, residential (M-HDR and/or HDR), commercial (restaurants, bars, and entertainment uses), and mid and high rise professional offices. Public/Quasi-Public

*"Goodyear is an adaptable community that strives to maintain its traditional values— independence, family, free enterprise, and community involvement—while creating a unique blend of residential, cultural, industrial, open space/ recreational, commercial, and agricultural opportunities."*

Goodyear's Vision,  
General Plan Update 2003 - 2013



The Goodyear City Center General Plan identifies the City Center at the intersection of Estrella Parkway and Yuma Road.

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services, cultural facilities, and parks and open space are also intended to provide a valuable component.”

In addition, the Land Use Plan identifies the City Center Master Plan preparation as one of its “Near-Term Implementation Activities”.

### **Circulation Element**

The Circulation Element of the General Plan calls for a study to evaluate the costs and benefits of a city-operated trolley system serving the City Center and surrounding employment uses. Also identified is a potential light rail corridor for Estrella Parkway/Pebblecreek Parkway.

Additionally, the Circulation Element calls for enhanced transportation connectivity among the City Center, Employment Corridor and Bullard Wash. A policy of this element is to link the City Center with vehicular, transit, bicycle, and pedestrian modes that connect with the external (e.g. Bullard Wash) circulation networks.

The Circulation Element also presents the street standards for Estrella Parkway and Yuma Road, and Goodyear Boulevard as follows:

#### *Scenic Arterial*

A Scenic Arterial is designed to not only transport vehicular traffic through the City but also to act as the City Center loop gateway for residents, employees, and visitors. A scenic arterial is an at-grade roadway consisting of four to six lanes, two bike lanes, detached separated sidewalks and a raised landscaped median. The roadway uses landscaped medians and tracts with adjacent building/landscape setbacks to create an inviting environment. The City’s adopted standard for the roadway uses a 150-foot cross-section. Yuma Road and Estrella Parkway are examples of a Scenic Arterial.

#### *City Center Arterial*

The City Center Arterial is designed to continue the scenic theme on the Yuma Road and Estrella Parkway segments within the Goodyear Boulevard loop road. The City Center Arterial is an at-grade roadway with four lanes, two sidewalks separated from the curb and a median. The roadway uses a generous median and adjacent landscape tracts to buffer adjacent land uses. If the center raised median were removed, the roadway could ultimately support six lanes of







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### **Community Character Element**

The Community Character Element identifies the City Center as one of seven areas that are meant “to collectively set the desired character and/or image of Goodyear.” The seven areas are: Estrella Parkway; McDowell Road and Broadway Road Corridors; Litchfield Road Corridor; City Center; Village Centers; Historic Goodyear; Phoenix/Goodyear Airport Employment Center; and the Parks and Open Space Network.

The City Center is literally in the crosshairs of the Estrella Parkway, McDowell Road, and Broadway Road Corridors, which are conceived as “High Intensity Mixed-Use Corridors,” incorporating higher-density projects, regional connectivity and multi-modal transit opportunities.

### ***City of Goodyear: Truck Route Study (May 2002)***

A Truck Route Study conducted in 2002 identifies planned and existing truck routes for the City of Goodyear.

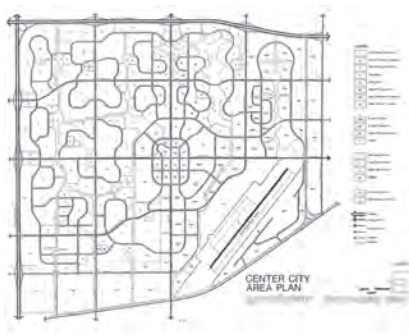
The report states that employment projections are in the range of 100,000 to 350,000 at build-out, “resulting in truck traffic volumes and travel patterns that would be significantly different than they are today.”

To limit the amount of truck traffic through the City Center, the report recommends bypass truck routes. Additionally, the City of Goodyear General Plan designates Bullard Avenue from I-10 to the future 303 via Ellwood Street as a truck route.

### ***The City Of Goodyear Community Planning Program and City Center Area Plan (December 1987)***

In 1990, the City of Goodyear Community Planning Program and City Center Area Plan was adopted. This plan served as the City’s General Plan and included a specific focus on the future City Center.

The City of Goodyear Community Planning Program and Center City Area Plan (1987) developed a phasing plan for development of the entire City of Goodyear, and a guide to the physical development of the City Center.



The 1987 City Center Area Plan envisioned the City Center serving much the same purpose as the current Plan does.

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### ***Conceptual Illustrative Plan: Goodyear City Center and Vicinity (1988)***

The City, in coordination with American Continental Corporation, principal landowner at the time, began planning the City Center in 1987 with illustrative plans for the downtown area.

The conceptual plan shows Estrella Parkway (Reems Road) as a tree-lined boulevard leading to and from the City Center. Industrial and office parks are shown to the east of the City Center, extending to the Phoenix-Goodyear Airport, with commercial lining the west side of Estrella Parkway. Residential is situated behind this commercial, with density increasing in proximity to the City Center. A large community park is shown northwest of the City Center.

The 1987 plan clearly provided the direction for the current City Center planning, with a loop road circling the site, the arterials constricting from six-lanes to four lanes through the City Center site and Estrella Parkway as a tree-lined, landscaped median gateway.

### ***Goodyear City Center Master Plan (January 1988)***

This report refined and expanded upon the previous work titled "Goodyear City Center, Phases I and II". The focus of this study was the 40-acre City Hall site located on the northwest corner of Estrella Parkway and Yuma Road.

This plan recommended programming and planning for the City Center to phase development in a way that is functional and results in minimum disruption to civic facilities and municipal operations. The report addressed the planned growth of the community to an anticipated build-out population of 380,000 – a number within three percent of the General Plan Update (2003-2013 projection).



American Continental Corporation Plan for the Goodyear City Center.



City of Goodyear Downtown Specific Area Plan (prepared by the students of Arizona State University)

*The City Center Gateway Overlay District connects the Planned Regional Center north of McDowell Road to the planned City Center development at the intersection of Estrella Parkway and Yuma Road. This area serves as the primary gateway into the central part of the City of Goodyear.*

### ***The City of Goodyear Downtown Specific Plan***

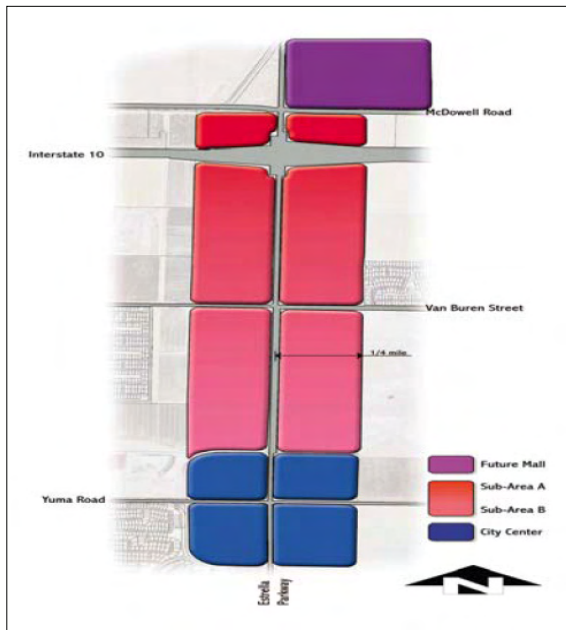
The City of Goodyear Downtown Specific Plan was a collaborative effort between Arizona State University, the City of Goodyear, SunMP, and Goodyear residents. The plan envisioned a pedestrian-friendly City Center, narrow street scenes, open-air markets, and patio seating, all built with the emphasis on the pedestrian experience. Much emphasis was placed on circulation, both vehicular and pedestrian. Attention in the plan was also given to design guidelines, signage, and parking. The plan concluded with an implementation section that discusses phasing, focusing on municipal development on the near-term (2005) and the completion of the City Center and build-out of industrial uses adjacent to the Airport in the long term (2020).

### ***City Center Airpark***

The City Center Airpark (formerly "Estrella Aerospace Center") is a 420-acre industrial/commercial park at the southeast corner of Yuma Road and Goodyear Boulevard Southeast. Most of the City Center Airpark has Preliminary Planned Area Development (PAD) zoning approval and a Final PAD has been submitted for the entire project.

### ***City Center Gateway Overlay District (August 2003) and Gateway Streetscape Plan (April 2005)***

The City Center Gateway Overlay District and Gateway Streetscape Plan guide the development of land uses adjacent to Estrella Parkway, from McDowell Road on the north to the northern edge to Goodyear Boulevard on the south and (for Gateway Streetscape Plan only) from Goodyear Boulevard South to MC 85. The District imposes higher development standards for the underlying zoning within 660 feet on either side of the Estrella Parkway centerline. The City Center is not regulated by the overlay district.



**Illustration from the City Center Gateway Overlay District showing the areas of influence**  
 (City of Goodyear Zoning Ordinance, Article 9-2, City Center Gateway Overlay District)

## SUPPORTING REGULATIONS and LEGAL AUTHORITY

*“The planning agency may, or if so directed by the legislative body shall, prepare specific plans based on the general plan and drafts of such regulations, programs and legislation as may in the judgment of the agency be required for the systematic execution of the general plan”.*

*Arizona Revised Statutes 9-461.08*

*Throughout the City Center Specific Area Plan, underscored text identifies the regulatory elements of the Plan, and as such, are requirements. All other elements are the policies of the Plan and provide guidance that is encouraged.*

The Goodyear City Center Specific Area Plan furthers the goals and policies set forth in the Goodyear General Plan to create a “city center.” In addition to clarifying and expanding on the guidance and policies of the General Plan, the Specific Area Plan provides regulations governing the development of the City Center.

Interpretation of the Specific Area Plan shall be the responsibility of the Community Development staff. It shall serve to guide the private and public developers regarding the interests of the City of Goodyear in the City Center area. The images contained in the Specific Area Plan are meant to demonstrate the character and quality intended for the Specific Area Plan, but are for illustrative purposes only.

The Specific Area Plan provides guidance obtained from the General Plan, which identifies a location and a general concept for the City Center. The Specific Area Plan addresses the City Center’s development on two levels:

- 1) by providing additional policy and design guidance with the Plan and the Goodyear City Center Architectural Theme; and
- 2) specifying specific regulations governing the form, character, land uses, intensity and density of development throughout the City Center’s 200 acres.

The purpose is to create a place that meets the overall vision of the City Center as outlined in the City Center Land Use Principles and illustrated in the figurative Land Use Plan shown on page 26. For clarity, the regulatory elements of this Plan are underscored and shall be followed.

Generally, the Specific Area Plan creates four character districts within the City Center. The districts correspond to the four quadrants of the City Center created by Yuma Road, Estrella Parkway and Goodyear Boulevard. The development and infrastructure within each district is managed under general principles that are applicable to the entire City Center as well as guidelines that are district-specific.

To achieve cohesion among developments, a unified public plaza, pedestrian connectivity and shared parking within each district, all development of the City Center Specific Area Plan will be approved through the use of the City of Goodyear PAD District. The proposed PAD must include, to the satisfaction of the City, a phased\* conceptual site plan that satisfies the

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Specific Area Plan within a specific development sequence incorporating the following elements;

- proposed land uses and building heights,
- the provision of a unified public space within each district,
- parking that maximizes the use of shared structures and surface lots,
- how a consistent and unbroken street frontage will be achieved along Main Street, and
- pedestrian connections in accordance with this plan.

\*A phasing plan, which addresses development timing components mutually agreed to by the City and applicant, must be submitted prior to finalization of the PAD.

Proposed development projects within the City Center shall follow the City of Goodyear's Zoning Ordinance's Planned Area Development Procedures (City of Goodyear Zoning Ordinance, Article 3-5-3). In addition to meeting the intent of the Specific Area Plan, proposed projects would need to demonstrate that they meet the intent, objectives, and general requirements of the PAD District and, are in conformance with the City of Goodyear General Plan, all amendments thereto, the City of Goodyear Design Guidelines and all other pertinent codes and policies.

*Note: Where the Specific Area Plan is inconsistent with the City of Goodyear Design Guidelines, the Specific Area Plan shall prevail.*

## **Plan Consistency**

This Plan is consistent with the City of Goodyear General Plan in that it implements the goals and objectives of the General Plan. An amendment to the Specific Area Plan shall be deemed an amendment to the City of Goodyear General Plan.

## **Amendments**

Amendments to this Specific Area Master Plan shall be processed according to the City Center Specific Area Plan Amendment Table, shown on the following page.



### City Center Specific Area Plan Amendment Table

TYPE OF AMENDMENT	TRIGGERED BY	Requires
Major Amendment to the Specific Plan	<ul style="list-style-type: none"> <li>Substantial changes to amend the text in Chapter 3, Supporting Regulations and Legal Authority</li> <li>Substantial changes to land uses described in the Table of Land Use Classifications Within and Along the Main Street Loop</li> <li>Substantial changes to the Pedestrian Street cross section and regulations</li> <li>Substantial changes/deletions or additions to the regulatory requirements for: the arroyo, civic and formal open spaces, setbacks, surface and street parking, <u>increases to building height within the core</u>, and drive-throughs.</li> </ul>	<p>Two-thirds vote of the City Council</p> <p>Considered once a year in concert with requests for Major Amendments to the City of Goodyear General Plan or more often at the discretion of the Community Development Director</p>
Minor Amendment to the Specific Plan	<ul style="list-style-type: none"> <li>Table of Land Use Classifications in Chapter 4</li> <li>Land Use definitions (Appendix A)</li> <li>Any changes/deletions or additions to any regulatory or policy requirements (except those covered in Major Amendments, above)</li> <li>Changes to District themes</li> </ul>	<p>Majority vote by City Council</p> <p>Can be considered at any time through procedures consistent with the City minor General Plan amendment approval process</p>
<p>Note: Modifications or adjustments to the Specific Area Plan not identified above as a Major Amendment or a Minor Amendment may be administratively approved by the Community Development Director or his designee.</p>		

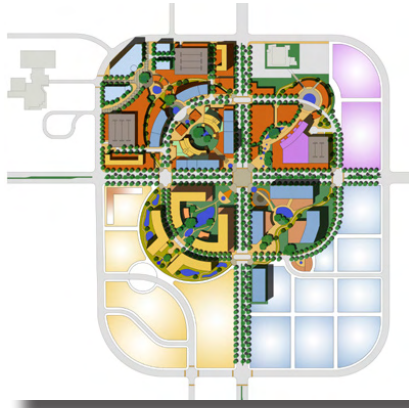


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# Chapter 4 REGULATORY PLAN



The City Center Specific Area Plan provides the guiding principles and regulatory elements necessary to create a place where the concepts of live, work, play are realized throughout each of the four mixed-use districts of the City Center.

## INTRODUCTION

As described in the Goodyear General Plan (2003-2013) Goodyear envisions the City Center as the “heart of the City.” Conceived as a place with many uses, the City Center is where the concept of “live, work, play” will take hold. The diverse nature of surrounding land uses (residential, public, and employment) supports the concept of a mixed-use City Center that serves the unique and overlapping needs of each of these neighboring communities.

Implementing the Goodyear General Plan vision is the Specific Area Plan. The Specific Area Plan provides for a Regulatory Plan, which includes elements that describe the land use, circulation, site design, open space, and architectural elements necessary to the development of the City Center-vision. Each element of the Regulatory Plan provides an overview of the key components addressed in the chapter, planning principles, and regulatory elements.

## THE PLANNING PROCESS

Development of this plan took place through an extensive community participation process. A citizens advisory committee consisting of 26 members, a chair, and vice-chair provided guidance throughout the process. A three-day community planning charrette was held to develop initial master plan concepts. At the charrette a visual preference exercise was conducted to define building styles, bulk, massing, landscape themes, and design. Gaming was used to identify preferred land uses. Other open houses, workshops, and joint City Council and Planning Commission meetings were used to obtain ideas for the initial planning alternatives and refine the alternatives into a recommended master plan. This process is documented in Appendix D. An economic study was also prepared at the initiation of the planning process to understand key concerns regarding development timing, absorption, and land use mix. This study is located in Appendix D.

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## OVERVIEW OF THE CITY CENTER

The City Center is organized around four districts, each designed to encourage day and night pedestrian activity. The edges of each district are defined by Yuma Road and Estrella Parkway, which bisect the City Center east to west and north to south, and Goodyear Boulevard, which forms the outer edge of the City Center.

Each of the four districts is envisioned to include a range of land uses focused around a central use type. The land use focus for each district is as follows:

1. Northwest District - retail/civic,
2. Northeast District - hospitality/entertainment/residential,
3. Southeast District - business park, and
4. Southwest District - residential.

The four districts are unified and connected by the Main Street loop road. The largest and most significant open spaces are largely located within the Main Street loop and culminate with open plazas at the intersection of Yuma Road and Estrella Parkway. The pedestrian network (arroyo) connects the open spaces across Main Street to other developments within the City Center and includes links to other trails, paths, and open spaces at the periphery of the City Center.

The retail/civic/cultural district, in particular, is organized around civic open space designed to accommodate fairs, citywide events, and festivals and is the most significant open space in the City Center. The residential/retail district is organized around open space that includes a large water feature or other water related features such as fountains.

Architecture and design for development and open spaces in each of the four districts shall incorporate a desert theme. The Northwest District (retail/civic/cultural) design is guided by the concepts of sun and shade; the Northeast District (hospitality/retail/entertainment) by wind and breeze; the Southeast District (business park/retail) by rock and vegetation; and the Southwest District (residential/retail) by water.

The outside edges of the City Center are defined by Goodyear Boulevard. Goodyear Boulevard is a loop road that



The concepts of sun and shade, wind and breeze, rock and vegetation, and water define the design themes of the City Center districts.





The goal of a consistent storefront facade is to provide a pleasing pedestrian environment. Buildings should be designed to create street level interest and pedestrian comfort. Doorways, covered walkways, windows, and other street level ornamentation should be incorporated to create pedestrian scale and inviting spaces.

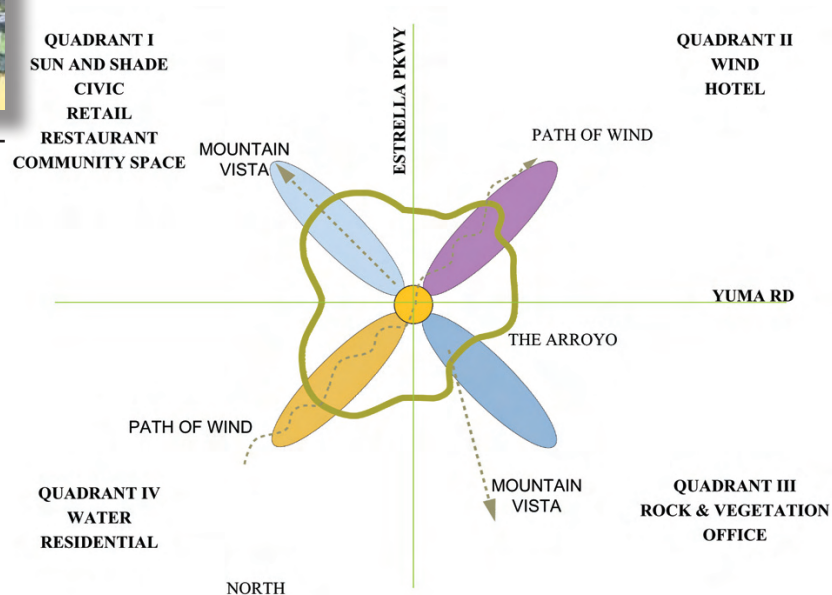


Detail from a watercolor vignette of the City Center's Main Street; zero setbacks, storefront facades, on-street parking, and street trees and awnings for shade combine to create a pedestrian friendly streetscape.

provides access to office and business park uses on the east side of the City Center; parking structures and interim parking lots in the civic/retail, hospitality/retail/office and business park districts; access to the residential district; and, a bypass route for vehicular traffic not wishing to pass through the City Center.

Internal circulation is provided by a pedestrian-focused Main Street. Main Street, a narrow loop road that connects the districts, is designed to give pedestrian circulation priority over motor vehicles, and is lined with retail and entertainment uses appropriate to each district. Wide sidewalks, abundant pedestrian amenities, a consistent storefront facade at street level, and shaded walkways encourage walking instead of driving along Main Street.

Yuma Road and Estrella Parkway are also envisioned as pedestrian environments that announce the City Center environment to vehicular traffic. A consistent storefront facade, abundant pedestrian amenities, and shaded walkways are envisioned to line these two, high-vehicular volume streets.



*The four Districts (Quadrants) of the City Center emphasize desert themes linked by a pedestrian arroyo, with the intersection of Yuma Road and Estrella Parkway as the center.*

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Building height in the City Center is highest within the Main Street loop. Buildings within this area are designed to minimize winter shade and direct summer sun.

*For features that encroach upon the right-of-way such as awnings or other shade structures, sidewalk cafes, and planter boxes extending onto City sidewalks or other property, a Revocable Encroachment Permit must be obtained from the City.*



# Chapter 4a LAND USE

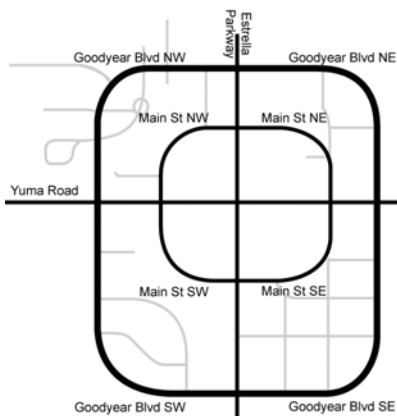


A mix of uses is necessary to develop the type of lively 24-7 environment envisioned for the City Center.

## CITY CENTER LAND USE PRINCIPLES

The following land use principles apply to all development within the 200-acre City Center:

- Focus retail development at ground level to attain a critical mass of activity that supports a lively pedestrian atmosphere.  
Retail uses should be provided on the ground floor before they are provided at other levels within a project.
- Encourage a mix of uses within each building (vertical) and within each site (horizontal) throughout the City Center.
- A mix of supportive and complementary land uses within buildings, on each site, and among adjacent sites is important to develop an active core that has a day and night vitality. Mixed uses include retail, office, institutions, housing, educational, public services, and/or recreational facilities. Mixed-use may also include other uses such as hospitality, athletic clubs, restaurants, and community facilities.
- Connections are important.  
Vehicular and non-vehicular connections between buildings, sites and within and between developments are emphasized throughout the design of the City Center.
- The most intense and dense land uses within the City Center should occur within and along the Main Street loop.  
The Main Street loop defines the core of the City Center. It includes the area within the loop and along the 'outside' of the loop to the building depth. The highest buildings, most dense housing developments, and most intense office, retail, entertainment, and hospitality developments should be located within this area.
- Land Uses shall contribute to day and night activity within the "public realm". The "public realm" is a term used to describe the area between buildings that is visible or accessible to the public. To keep this area active, an array



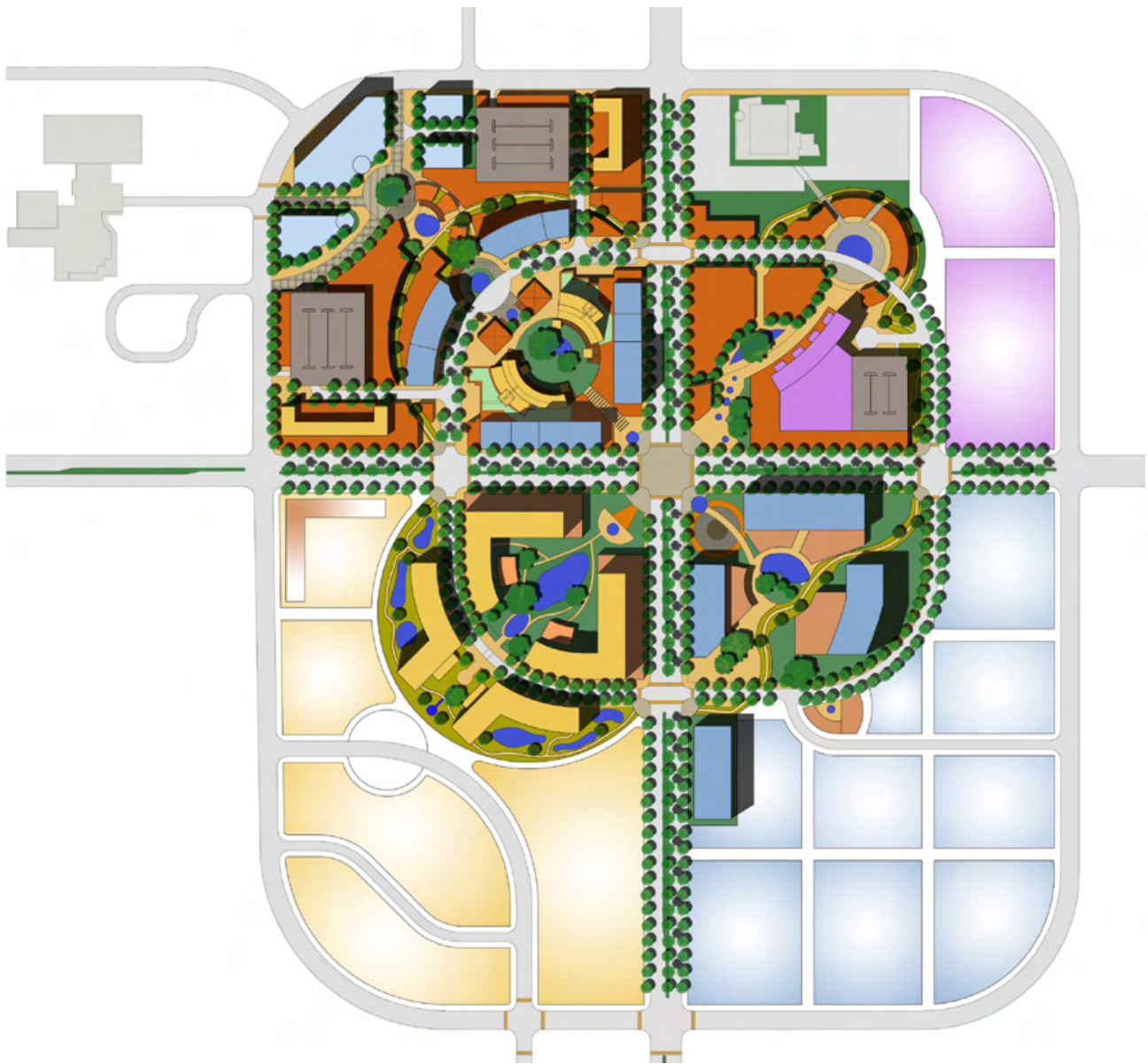
When the Main Street loop is used, it is referring to both sides of the Main Street loop to a minimum depth of 100' or building depth outside the loop.



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of land uses that promote pedestrian activity should be located throughout the City Center.

- Within each district, a predominant land use shall be established in accordance with the Table of Land Uses Within and Along the Main Street Loop (City Center Core).



*The City Center includes four Districts, each with a predominant land use theme.*



- ◆ The City Center is planned and designed as a pedestrian focused environment.
- ◆ No drive-through uses of any type are permitted within the City Center under any circumstances.

#### **MAIN STREET**

Predominant and complementary land uses for each District are summarized in the table below, along with the minimum and maximum ground floor percentages required within the Main Street loop:

**Table of Land Uses Within and Along the Main Street Loop (City Center Core)**

DISTRICT	PREDOMINANT GROUND FLOOR LAND USE	COMPLEMENTARY GROUND FLOOR LAND USE <sup>1</sup>
Northwest	Retail (minimum 80 percent of ground floor uses along any street frontage <sup>2</sup> ), Civic	Office and Residential
Northeast	Hospitality, Entertainment, Residential (minimum 30 percent of ground floor uses along any street frontage to be retail)	Office
Southeast	Business Park	Minimum 30 Percent of ground floor uses along any street frontage shall be Retail as part of a mixed-use building
Southwest	Residential <sup>3</sup>	Retail and Office

Notes:

<sup>1</sup> The ground floor Complementary Land Use shall not exceed 49 percent of the total PAD ground floor uses (sq. ft.) for that district within the City Center Core.

Parking is not considered a land use when computing the Predominant versus Complimentary ground floor land use.

Above the ground floor, a permitted use shall be any of those listed in the Table of Land Use Classifications for the District within which the use is located. In mixed use buildings, parking is a permitted use above the first floor.

<sup>2</sup> Excluding the civic building. It is encouraged that the civic uses incorporate some ground floor retail.

<sup>3</sup> Within the Southwest Quadrant of the City Center Core, the amount of residential square footage shall be a minimum of 51 percent of the square footage of all of the ground floor uses within such Core; however, residential uses are not required to be provided on the ground floor.

#### **GOODYEAR BOULEVARD**

- ◆ Goodyear Boulevard provides the transition between the “City Center” and the public spaces of the Desert Edge High School and future 100-acre community park.
- ◆ Mixed-use residential over commercial is encouraged at the intersections with Estrella Parkway and Yuma Road.

## YUMA ROAD AND ESTRELLA PARKWAY

- ◆ Mixed-use buildings, at least three stories high and containing retail and storefront office as the predominant ground floor land use, are required abutting these roadways within the Main Street loop.  
(Refer to the Table of Land Uses Within and Along the Main Street Loop on page 27)
- ◆ Buildings along Estrella Parkway and Yuma Road shall have zero setbacks; however, building entry ways may be setback as much as ten feet from the front setback line.

## Table of Land Use Classifications

Land uses within each district shall be compatible and approved according to the Table of Land Use Classifications.

This Specific Area Plan describes a variety of land uses that may occur in the City Center. The following use matrix classifies a limited number of use types on the basis of a common function, product, or compatible characteristics and provides a basis for determination of those uses appropriate to each district. Definitions for the use classifications may be found in Appendix A - Definitions.



Artist rendering of the view of Central Park Plaza. The Central Park Plaza, a main feature of the Northwest District, is located off of the intersection of Yuma and Estrella along the diagonal pedestrian way connecting the intersection and City Hall. Ringed by retail shops and restaurants, the plaza has a relaxed inviting appeal.



Buildings with zero setbacks and facades flush with the adjacent buildings reinforce the rhythm and consistency of the streetscape.

**Table of Land Use Classifications**

	NORTHWEST DISTRICT	NORTHEAST DISTRICT	SOUTHEAST DISTRICT	SOUTHWEST DISTRICT
Administrative/Administrative Business Offices	X	X	X	X
Administrative Civic Activities	X		X	
Alcoholic Beverage Sales	X	X	X	X
Automotive Repair and Cleaning			X	
Business and Communication Service	X		X	
Business Equipment Sales and Services			X	
Community Assembly Civic Activities	X	X	X	X
Community Education Civic Activities	X		X	X
Consultative and Financial Service	X			X
Consumer Laundry				X
Convenience Market	X	X		X
Convenience Sales and Service	X	X	X	X
Eating and Drinking Establishments	X	X	X	X
Essential Service Civic Activities	X	X	X	X
Fast-Food Restaurant	X	X	X	X
Financial Services	X	X	X	X
Food and Beverage Preparation - Without Consumption	X	X	X	
Food and Beverage Retail Sales	X	X	X	X
Group Assembly	X	X	X <sup>1</sup>	
Indoor Entertainment	X	X		
Limited Child-Care Activities	X	X	X	X
Lodging		X	X <sup>2</sup>	

<b>Table of Land Use Classifications</b>				
	<b>NORTHWEST DISTRICT</b>	<b>NORTHEAST DISTRICT</b>	<b>SOUTHEAST DISTRICT</b>	<b>SOUTHWEST DISTRICT</b>
Mail Order Businesses			<u>X</u>	
Multifamily Dwelling Residential Facilities	<u>X</u>	<u>X</u>		<u>X</u>
Non Assembly Cultural Civic Activities	<u>X</u>	<u>X</u>		
One-Family Dwelling Residential Facilities				<u>X</u>
Personal Services	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>
Repair Services, Consumer	<u>X</u>		<u>X</u>	
Research Service			<u>X</u>	
Residential Facility Types	<u>X</u>		<u>X</u> <sup>3</sup>	<u>X</u>
Resort and Recreational Facilities		<u>X</u>		
Retail Sales, General	<u>X</u>	<u>X</u>		<u>X</u>
Retail Sales, Complementary	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>
Shopping Center Facility				<u>X</u>
Sidewalk cafe, facility	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>
Telecommunication Activities	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>
Two-Family Dwelling Residential Facilities				<u>X</u>
Utility and Vehicular Civic Activities	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>
Wholesaling, Storage and Distribution - Light/ Light Manufacturing / Custom Manufacturing			<u>X</u>	
<p>Notes:</p> <p><sup>1</sup> Provided activities are conducted within a building.</p> <p><sup>2</sup> Permitted only with a conditional use permit.</p> <p><sup>3</sup> Residential is permitted so long as the residential is part of a mixed-use building where residential is not permitted on the ground floor.</p>				



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## District Specific Land Use Principles

The district-specific land use principles describe the unique land use patterns for each district. These unique patterns differentiate each district from the other and combine to create a varied development pattern that provides interest and a range of activities throughout the City Center.

### *NORTHWEST DISTRICT*

#### **Overview**



The Northwest District is planned as the retail and civic heart of the City Center. A consistent street wall consisting of buildings at least two stories high with ground floor retail uses frame both sides of Main Street and a large public open space that is designed to accommodate passive recreation, civic events, and festivals. The White Tanks Mountains are visible from the public open space. Public parking is located in two structures outside the Main Street loop, hidden from pedestrian view behind ground level retail, and accessed from Goodyear Boulevard Northwest.

Public cultural land uses and development, such as a library, museum or performance space are located along and

accessed from Goodyear Boulevard Northwest. The City administration building, which could include City's Council chambers, public meeting rooms and municipal offices, is located at the northwest corner of Goodyear Boulevard Northwest. A ceremonial vehicular drive that could be closed with bollards during civic events surrounds the municipal building.

### Key Land Use Principles - Northwest District

- ◆ Outside of the civic structures, which are encouraged to incorporate ground floor retail use, 80 percent of the ground floor uses along any street frontage shall be retail within and along the Main Street loop. Retail goods and services include food, service and specialty shops and boutiques.
- ◆ Second story and above development may be service, retail, office, and residential.
- ◆ Buildings within this district that are adjacent to Estrella Parkway and Yuma Road form a consistent unbroken street wall and are mixed-use with ground level storefront facades.
- ◆ Pedestrian friendly shops are double fronted onto parking and streets to provide ease of access.
- ◆ Uses other than retail will be allowed on the ground floor as long as the minimum ground floor retail percentage is met.
- ◆ All of the ground floor uses will cater to the pedestrian with buildings pushed out to the sidewalk and large picture windows.
- ◆ The front of a building and its main entrance must face the primary street frontage.
- ◆ The public realm (civic space and other public open space) extends uninterrupted from the intersection of Estrella Parkway and Yuma Road diagonally to City Hall.
- ◆ To complement the planned community park, community uses, such as a library, community center or other recreational development is encouraged along Goodyear Boulevard Northwest.



The Robischon Gallery, Lower Downtown (LoDo), Denver. Main Street's zero setback, continuous building frontage with large areas of glazing and wide sidewalks are devised to create a compelling pedestrian environment.



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## NORTHEAST DISTRICT

### Overview



The Northeast District includes hotel, entertainment, office, and ground floor hotel and related retail uses. Outside the Main Street loop, residential or hotel development provides a transition to residential development planned to the east and northeast. The U.S. Post office, located at southeast corner of the intersection of Estrella Parkway and Goodyear Boulevard Northeast, may relocate its primary access to Goodyear Boulevard Northeast or further north along Estrella Parkway. Efforts will be made to connect this use to other land uses within this District.

The hotel population will augment the volume of visitors to the City Center, adding to the vitality and critical mass necessary to support the retail businesses, restaurants and services. A hotel drop-off area is located along Main Street.

The public realm extends throughout the site. Through its design, the concepts of wind and breeze are emphasized.



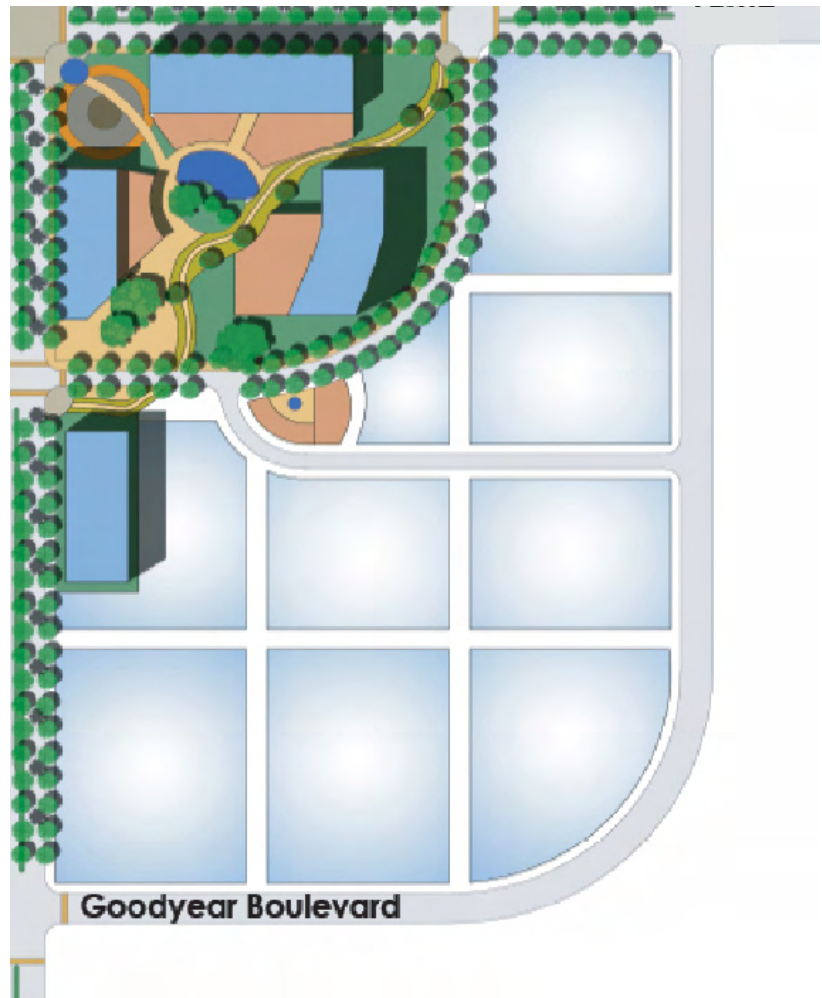
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**Key Land Use Principles - Northeast District**

- ◆ Within and along the Main Street loop, 30 percent of all ground floor land uses along any street frontage shall be retail.
- ◆ Other uses, including hotel, office, residential and retail, are encouraged in the second and higher floors in all development.
- ◆ Hospitality and residential uses are permitted outside the Main Street loop.

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## *SOUTHEAST DISTRICT*



### **Overview**

Land Uses in this district are compatible with the business park development planned for the area between Goodyear Boulevard Southeast and the Goodyear Airport. While pedestrian activity is desirable in this district, it is primarily envisioned as business park related with emphasis on access to the other districts.

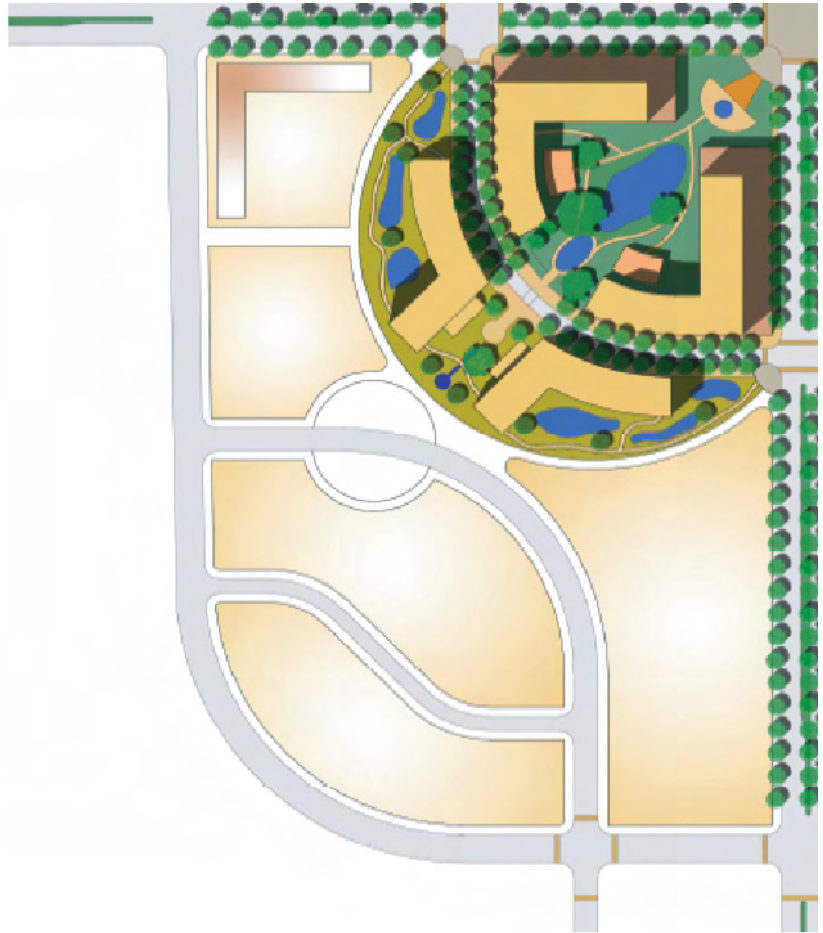
### **Key Land Use Principles - Southeast District**

- ◆ Uses such as research and development facilities, light industrial, and distribution are permitted within this district.

- 
- ◆ Site planning concepts should be sensitive to locations of service docks and other such activities in order to screen their view from the public realm.
  - ◆ Within and along the Main Street loop, 30 percent of all ground floor uses along any street frontage in each building shall be retail and when applicable accessible from the public open space as well as the street.
  - ◆ Buildings within the Main Street loop shall be focused around a public open space.
  - ◆ Preserving views of the Estrella Mountains is encouraged.
  - ◆ If a stadium is constructed on the site covered by the Memorandum of Understanding (MOU) between Rose Properties Southwest and the City of Goodyear, the area currently within the City Center covered by the MOU shall be excluded from the land use and site development aspects of the Plan, the infrastructure requirements (i.e. roads and streets) are not exempted. In addition should the 20 acres referred to as Wood Corporate Campus be exempted, favorable considerations will be made for complementary land uses on the adjacent property.

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## *SOUTHWEST DISTRICT*



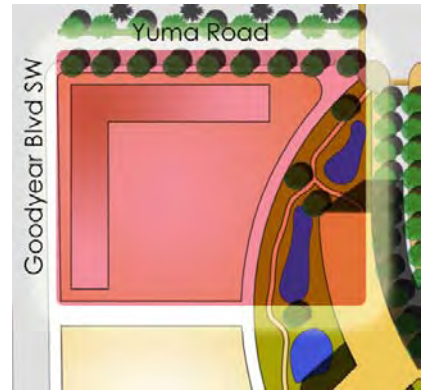
### **Overview**

A large residential base is important to support retail within the City Center and support day and night land uses. This district is envisioned as a predominantly residential area with ground floor retail provided in residential buildings adjacent to Yuma Road and Estrella Parkway. The public space in this district becomes a public 'green' for passive and unstructured active recreation.

### **Key Land Use Principles - Southwest District**

- ◆ This district is intended to be a predominantly residential area.

- ◆ This district is intended to provide a transition to residential areas adjacent to it.
- ◆ Retail or office uses are encouraged within the Main Street loop.
- ◆ Excluding the northwest corner of this district, residential buildings are the only single use structures permitted.
- ◆ Any mixed use structures outside the Main Street loop and not abutting Estrella Parkway and Yuma Road must be residential above the first floor with the exception of the southeast corner of Goodyear Boulevard Southwest and Yuma Road. Any development at this intersection must be abutting the right-of-way with zero setback on Yuma Road and Goodyear Boulevard Southwest.
- ◆ A retail use in any residential buildings outside the Main Street loop is limited to a maximum of 2,500 square feet in any building with the exception of buildings abutting Estrella Parkway and Yuma Road.
- ◆ Live-work and multiple-family residential uses are permitted and encouraged.
- ◆ Row or townhouse development is encouraged fronting Goodyear Boulevard Southwest.



In the Southwest District, single-use retail development is permitted at the southeast corner of Goodyear Boulevard Southwest and Yuma Road, provided the development fronts on to Yuma Road and Goodyear Boulevard and is no more than 660 ft on any one side.



**High density can be achieved without going high, this four story residential development nets 55 dwelling units per acre, wrapped in storefront uses on the ground floor.** Source: Lincoln Institute of Land Policy, [Visualizing Density](#).



# Chapter 4b OPEN SPACE



Public space along the Arroyo is envisioned as incorporating water elements as simple as a meandering stream or larger elements such as that shown here.



Public space within the City Center can serve as space for public festivals and events as well as simply providing a comfortable place to be.

## OPEN SPACE

### Overview

Public space within the City Center unifies developments and provides areas for pedestrian activity, passive recreation, and civic events. This plan establishes five types of open spaces within the City Center:

- Civic Spaces
- Community Spaces
- Private Open Space
- The Arroyo
- Formal Open Spaces

To ensure that these open spaces are provided within the City Center, all development within each district of the City Center and within the Main Street loop must be in accordance within a PAD that identifies the conceptual location, phasing, type, and size of these spaces.



*Open space can serve multiple uses in the City center.*  
Kierland Commons, Scottsdale, Arizona.

## Open Space Principles

- ◆ Water should be incorporated into open spaces in a manner consistent with a desert environment when practical and possible.
- ◆ Open spaces shall include shade trees, seating, and other amenities.
- ◆ At least 30 percent of all open spaces in the Northwest and Southwest Districts shall be turf.
- ◆ Open spaces shall be connected to sidewalks and other pedestrian facilities.
- ◆ Art that incorporates the theme for each district should be incorporated into the design and amenities of all open spaces.
- ◆ A minimum of 10 percent of the area of the PAD submittal shall include civic, community, arroyo, and formal open spaces.



Pedestrian amenities such as benches, potted plants and bollards for safety help to create an enjoyable public space.

### *Civic Spaces*

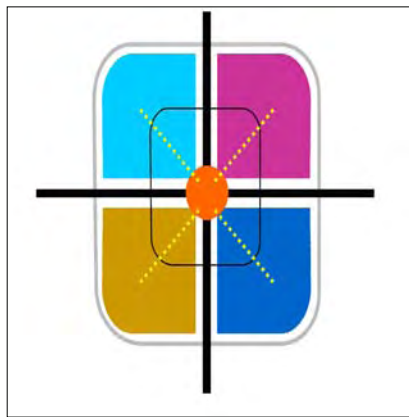
Civic spaces within the City Center are an extension of the community, serving as a stage for community events, daily routines, and passive recreation. Within the City Center, the civic spaces are the “front porches” for city institutions such as the City Administration Building, Museum, Library, Performing Arts Center and other venues where community members interact with each other and with government (Project for Public Spaces).

The civic space within the Goodyear City Center is in the Northwest District. It includes a central park plaza with a grassy area for passive recreation, concerts, and other events. This area is surrounded by a wide sidewalk that is attached to storefronts, housing, retail, and entertainment uses.

- ◆ The civic space opens onto a formal plaza at the intersection of Estrella Parkway and Yuma Boulevard.
- ◆ Design of the civic space should use the concepts of sun and shade. These concepts will be integrated through the use of objects and structures including but not limited to trellises, trees, placement of buildings, and public art that casts shadows that may shift or change during the day.







Circulation radiates outward towards the arroyo and Main Street from the intersection of Yuma Road and Estrella Parkway.

- ◆ At least five percent of the total area within the Main Street loop, inclusive of the half-street right of way for Yuma Road and Estrella Parkway and exclusive of the Main Street right-of-way, shall be an unbroken area of publicly accessible open space.
- ◆ The civic space shall be designed to accommodate events such as fairs, festivals and passive recreation.

### *Community Spaces*

Community spaces are the central open spaces in all districts except the Northwest District. These spaces are generally designed for passive recreation, integrate the district theme, and support the surrounding land uses.

- ◆ Inside the Main Street loop within each district (exclusive of the Main Street right-of-way) an unbroken, functional community space of at least five percent of the total acres shall be provided.
- ◆ Design of the community space for each district shall incorporate the concepts of sun and shade (Northwest District), wind and breeze (Northeast District), rock and vegetation (Southeast District), and water (Southwest District).
- ◆ Community spaces shall be accessible to the public.
- ◆ Community spaces may not be used for parking, storage or any other use apart from passive recreation.
- ◆ Community open space should be designed in a manner that considers personal safety.

### *Private Open Space*

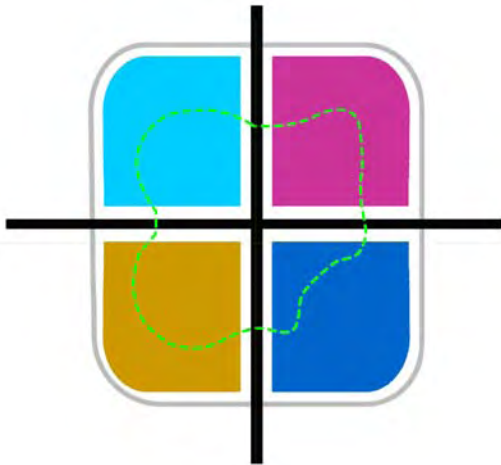
Private open space includes any area not accessible to the public at all times. These spaces may include building atriums, plazas, private residential parks, and/or sports courts. The City Center plan anticipates that private open space will be located within the Southwest District (residential/retail).

- ◆ Private open space shall not be included in the 10 percent open space requirement.

## The Arroyo

The arroyo connects the four districts. It is envisioned as a desert wash. The arroyo is generally located at the back of the Main Street development and provides an unbroken alternative route through the City Center. The arroyo-pathway is envisioned to cross Yuma Road and Estrella Parkway at their intersections with Main Street. In the Southeast District (business park), the arroyo may cross through the community space within the Main Street loop (see plan).

- ◆ The arroyo is a minimum 24 foot wide open space feature within the City Center, within which there shall be a twelve foot wide, shaded, hard surface-path.
- ◆ A wash feature shall be included as a component of the arroyo.
- ◆ Water features, appropriate to a desert environment are required along the arroyo.
- ◆ The arroyo does not count towards the required five percent open space set asides that are required within the Main Street loop.
- ◆ Landscaping, including trees, ground cover, and other vegetation shall be included in accordance with the landscape palette included in this Appendix B.
- ◆ The arroyo shall be accessible to the public.
- ◆ Personal safety should be considered when designing the arroyo.



*The Arroyo (conceptually illustrated as the green-colored dotted line) connects all four districts of the City Center.*



The Arroyo includes a 12 foot hard-surfaced walking path and wash feature incorporating water features such as a stream or shallow pools. Shade along the arroyo may be provided by vegetation or other means.



Water is an expected amenity in all four districts, but should be even greater emphasized in the Southwest District where it is the theme. The wash feature of the Arroyo and trail should work together to create a unique environment , as they do in this image.

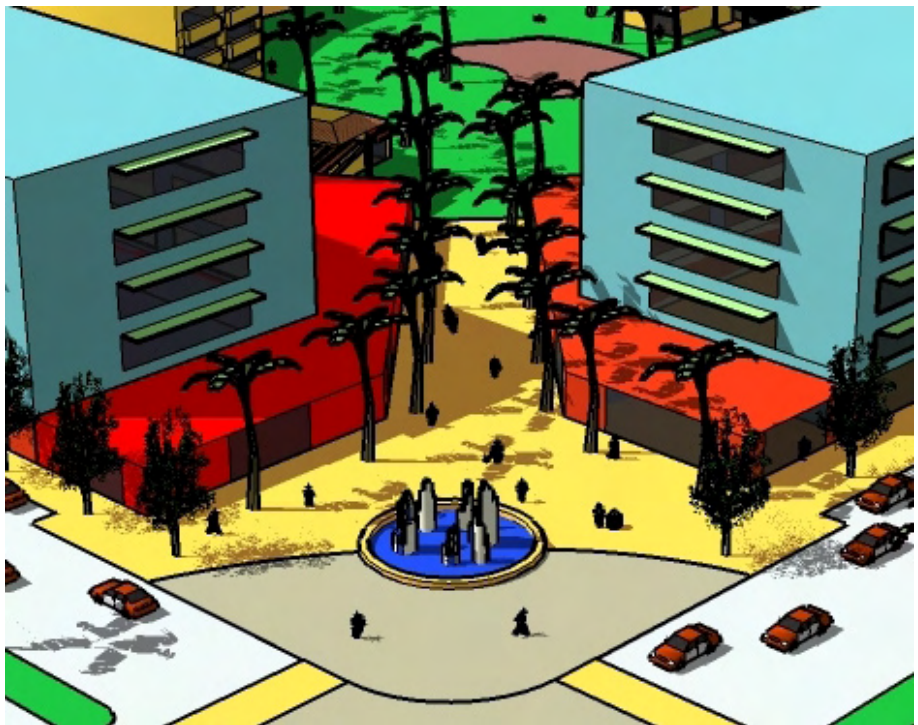


The formal open space located at the intersection of Estrella Parkway and Yuma Road will help announce a visitor's arrival at the City Center.

### *Formal Open Spaces*

A formal open space is located within each district at the intersection of Estrella Parkway and Yuma Road. These formal open spaces are open to the public and are primarily designed to provide windows to civic, community, and other open spaces within the City Center and announce the themes of each district within the City Center.

- ◆ Formal Open spaces may be counted towards the required five percent open space set asides.
- ◆ The formal open space shall be located at the intersection of Estrella Parkway and Yuma Road.
- ◆ The formal open space shall be at least 100' deep along Estrella Parkway and Yuma Road.
- ◆ The formal open space shall include pavers, public art, and other amenities that describe the district theme.



A depiction of the formal open space from a 3-D model of the City Center. While the building form shown is not representative of the height requirements, the image evokes the character of the intersection established through open space and sculptural element (in this case a water feature).

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# Chapter 4c CIRCULATION

*The City Center Specific Area Plan establishes right-of-way and design standards for streets within the City Center.*

## OVERVIEW

Within the City Center, circulation is encouraged along roadways, through open spaces, and along the arroyo. To encourage connections between districts and minimize the use of vehicles for circulation, a pattern for non-motorized mobility is planned that will radiate from the intersection of Yuma Road and Estrella Parkway through the public spaces to Main Street, and then Goodyear Boulevard.

To encourage a “street life” within the four districts, the Specific Area Plan establishes street design standards for existing and planned streets within the City Center. These standards include the requirements for streets, sidewalks, landscape, and pedestrian amenities.

The Goodyear City Center includes four types of streets:

1. City Center Scenic Arterial Streets (Estrella Parkway and Yuma Road);
2. Arterial Streets (Goodyear Boulevard);
3. Pedestrian Streets (Main Street); and
4. Neighborhood Streets.

All streets within the City Center shall be designed with a consistent image that identifies them as a City Center street. Generally, vehicular speeds within the City Center are intended to be slower than on other city streets. In addition to carrying vehicular traffic, streets within the City Center encourage pedestrian traffic. Consequently, in-ground-lighted crossings, pedestrian hot signals, and other facilities that relate to pedestrian circulation shall be included in street design.

## Street Principles

- ◆ Pedestrian amenities including but not limited to shade, consistent lighting or lighting patterns, sidewalks separated from the roadway, and limited curb cuts are included in all City Center streets.
- ◆ Speeds within the City Center may be reduced a minimum of ten miles per hour from the speeds immediately outside of the City Center.

## Hierarchy of Street Types



When a building fronts on more than one street, the primary street frontage determines the development standards, such as height, for that building. Main building entrances shall also open onto the primary street.

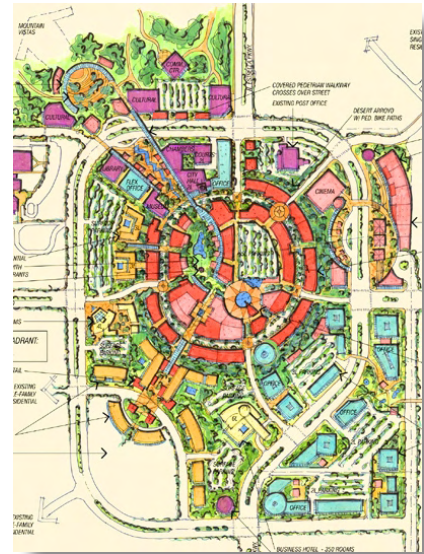


- ◆ Streets within the City Center shall not be designed to optimize vehicular speed or through traffic (with the exception of Goodyear Boulevard).
- ◆ The City will explore additional pedestrian improvements such as hot signals or in-ground lit crosswalks at all major intersections at such time as pedestrian volumes warrant.
- ◆ Gateway monumentation, such as monument signs, archways, flags to mark the entrances to the City Center at the intersections of Goodyear Boulevard with Yuma Road and Estrella Parkway shall be regulated by the City Center Sign Overlay District, incorporated by reference.
- ◆ Free right turn lanes from Estrella Parkway and Yuma Road onto Goodyear Boulevard should be provided by development adjacent to City Center gateways.

## City Center Scenic Arterial Streets (Estrella Parkway and Yuma Road)

The Goodyear General Plan establishes Yuma Road, within the Goodyear Boulevard loop, as a Scenic Arterial street. This Plan changes this designation to a City Center Scenic Arterial Street and additionally designates Estrella Parkway within Goodyear Boulevard as a City Center Scenic Arterial street. City Center Scenic Arterial streets provide a “window” into the heart of the City Center. Intersections of these streets are the focal points of open space and development.

- ◆ City Center Scenic Arterial streets provide access to Goodyear Boulevard, Main Street, and neighborhood streets.
- ◆ City Center Scenic Arterial streets are designed to accommodate significant traffic at slower speeds of up to 35 miles per hour.
- ◆ City Center Scenic Arterial streets are two-way.
- ◆ City Center Scenic Arterial Street right-of-way is 150 feet.
- ◆ City Center Scenic Arterial streets are designed to have four, 12-foot wide lanes of traffic, a 30-foot wide landscape median, 5-foot bike lanes, a 10-foot landscape area (including curb), and an 18' wide sidewalk on both sides of the roadway.



An early alternative showing Estrella Parkway realigned and Yuma Road narrowed to create a larger core area. Issues related to traffic flow and cost resulted in the current roadway configuration.



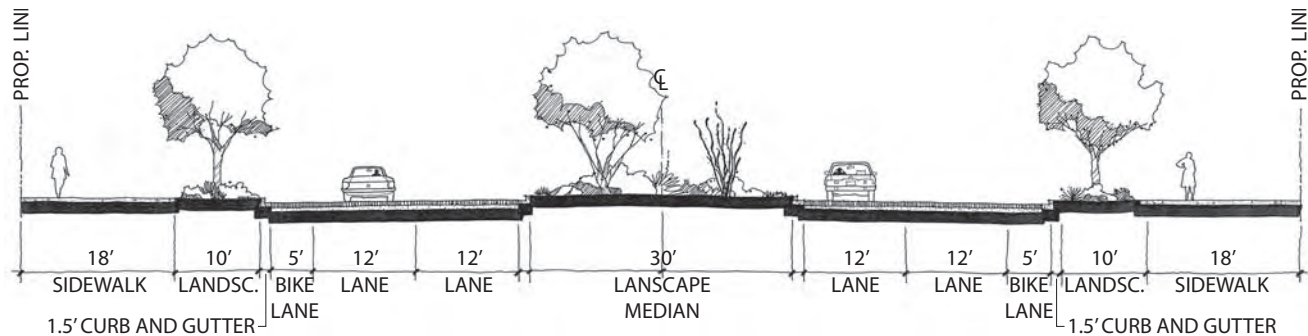
This artist rendering of Estrella Parkway shows a landscaped median dividing two lanes of traffic in each direction. Early concepts of Estrella Parkway included on-street parallel parking.





A "Pedestrian Scramble" provides an exclusive pedestrian crossing phase with no conflicting traffic.

- ◆ Along both Estrella Parkway and Yuma Road, one left turn bay in each direction shall be permitted on each segment between the intersection of these two roadways and Main Street; and, one additional left turn bay for each segment shall be permitted between Main Street and Goodyear Boulevard.
- ◆ Landscaping shall be provided in accordance with the landscape palette included in Appendix B.
- ◆ A pedestrian crosswalk and pedestrian activated signal shall be provided at the intersections of Main Street, Estrella Parkway and Yuma Road with all Arterial and Scenic Arterial Streets.
- ◆ A four-way 'scramble' pedestrian crossing (a scramble stops traffic in all directions allowing pedestrians to cross diagonally within the intersection) should be considered for the intersection of Yuma Road and Estrella Parkway when pedestrian volume warrants it.



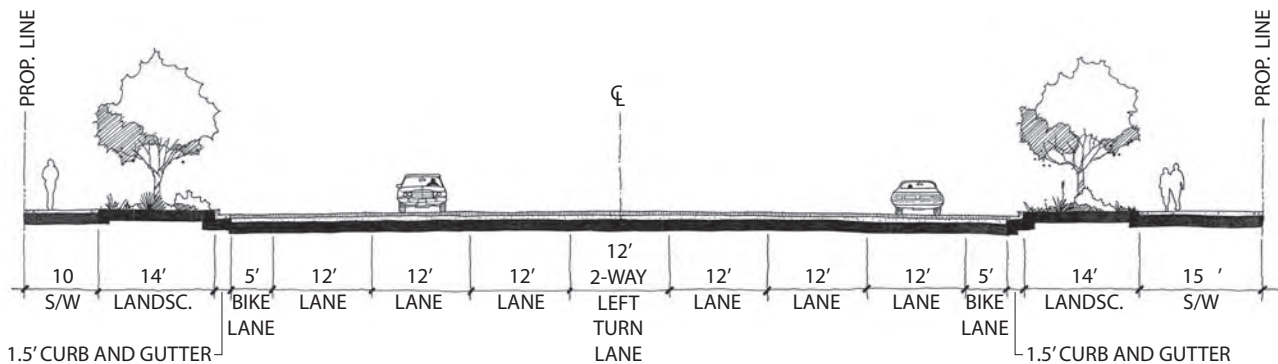
*City Center Scenic Arterial Street - 150 Foot R.O.W.*

## City Center Arterial Streets (Goodyear Boulevard)

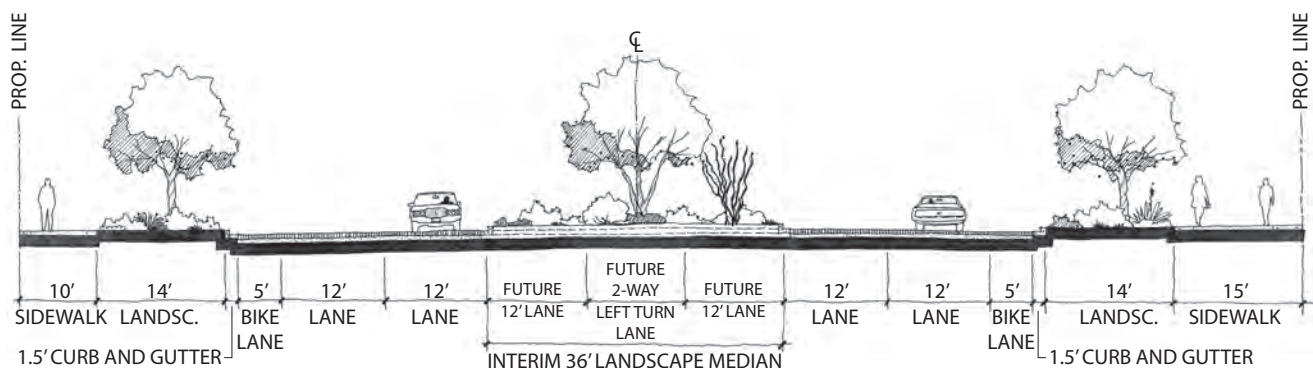
Goodyear Boulevard is designed as the bypass and service access street for the City Center. The Boulevard provides access to surface and structured parking, stand-alone single use buildings, and neighborhood-streets. This street is planned to carry substantial traffic and accommodate speeds up to 45 miles per hour.

- ◆ Goodyear Boulevard is as a six-lane, two-way street within 150 feet of right-of-way.

- ◆ Until such time as traffic volumes warrant, Goodyear Boulevard shall be constructed as a four-lane street with a 36-foot landscape median. Left turn bays may be provided as part of the landscape median.
- ◆ A five-foot bike-lane is planned along both sides of Goodyear Boulevard.
- ◆ A 15-foot landscape area, inclusive of the curb is between the roadway and sidewalk.
- ◆ A nine-foot paved sidewalk is provided along the outside of Goodyear Boulevard and a 15-foot sidewalk is provided on the inside of the landscaped area.



**City Center Arterial Street - 150 Foot R.O.W.**



**City Center Arterial Street Alternative - 150 Foot R.O.W.**



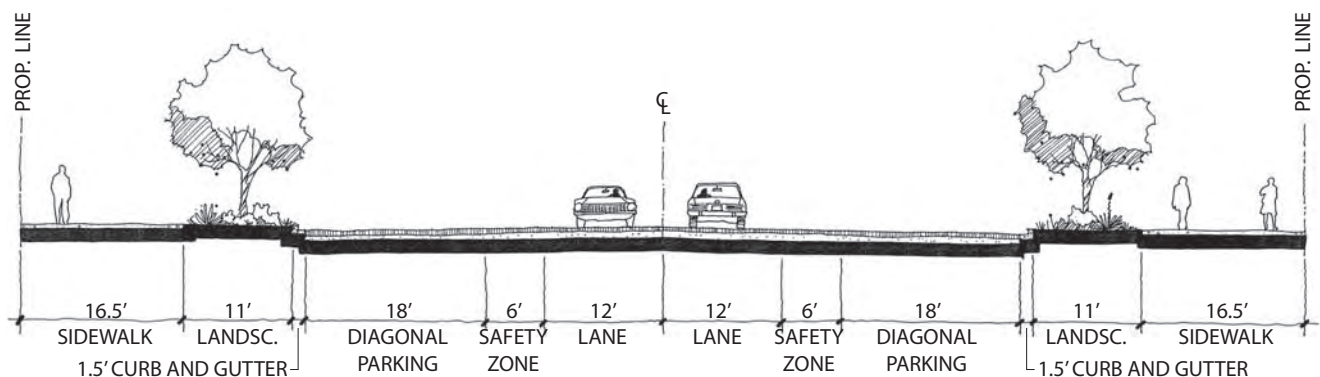
The Main Street loop through the Northwest Quadrant is envisioned as being framed by tall buildings stepped back after the first three stories to create an intimate "street room". On-street diagonal parking and hardscape work to buffer the sidewalk from vehicles and create a safe pedestrian environment.

## Pedestrian Street (Main Street)

This Specific Area Plan establishes a Pedestrian Street classification and cross section. Pedestrian streets are not envisioned to carry significant amounts of traffic or accommodate speeds in excess of 25 miles per hour.

Main Street is a Pedestrian Street and is planned to provide pedestrian and vehicular access to stores and other uses within the City Center. It can be viewed as the "floor" of an outdoor room within the City Center.

- ◆ Main Street is a two lane street within 130 feet of right-of-way with 12 foot wide vehicular travel lanes.
- ◆ To reduce the crossing distance through the active roadway, front in, diagonal parking is required along both sides of Main Street.
- ◆ Pedestrian Streets do not include medians.
- ◆ Free left turns are permitted from travel lanes.
- ◆ An 11-foot hardscape area separates the sidewalk from the roadway. The landscape area shall be designed with tree grates or planters that double as seating areas and other features that enable pedestrian use.
- ◆ A 16.5-foot sidewalk is provided to accommodate outdoor dining, street furniture, and walking two abreast.



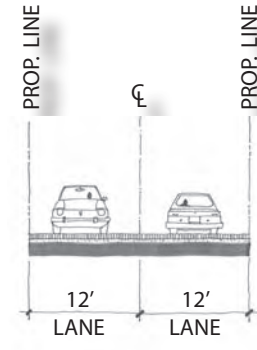
**Pedestrian Street - 130 Foot R.O.W.**

## Neighborhood Streets

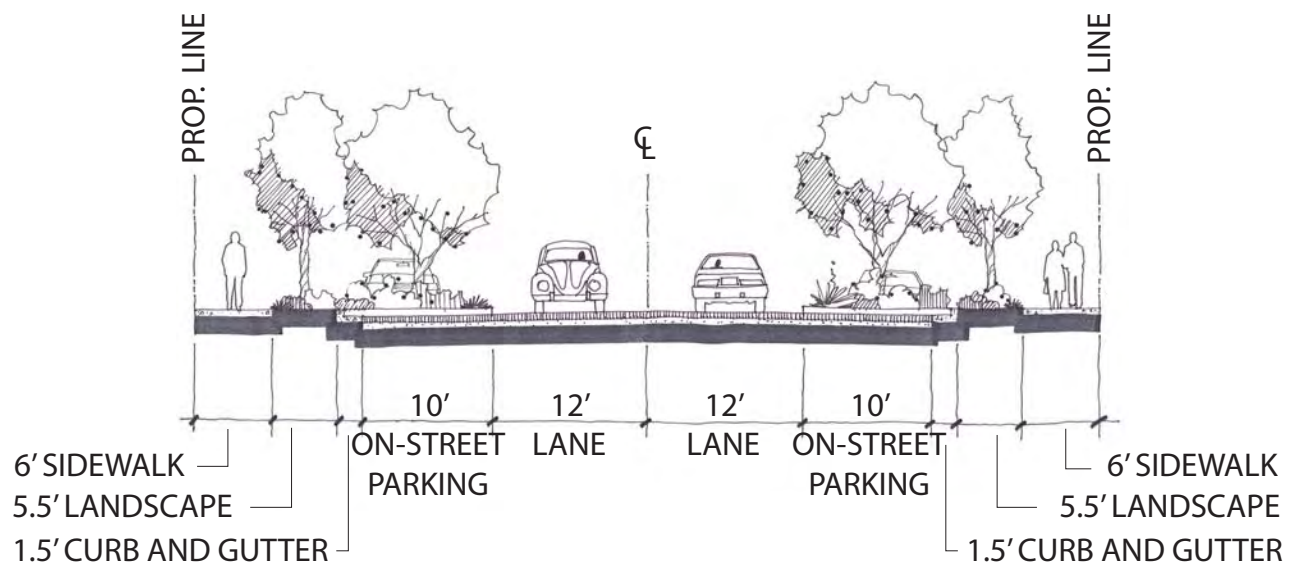
Neighborhood streets provide access to single use and residential developments outside the Main Street loop. These streets are built and designed in accordance with prevailing City of Goodyear local street standards.



Zero-lot line single family residences along a neighborhood street.



While this alley street standard section is provided for guidance, actual alley section may vary at the City's discretion, based on PAD submittal.



*Neighborhood Street - Approximately 70 Foot R.O.W.*

# Chapter 4d LANDSCAPE

## OVERVIEW

A landscape palette for the City Center was developed to provide consistency along each of the different types of roadways. The plants were selected from regional low-water use plant lists. The list is located in Appendix B of this document.

### Landscape Principles

Landscaping is a critical element of the City's Center design. It establishes an image along roadways, the predominant theme within each district, and encourages pedestrian activity.

- ◆ A master landscape plan shall be submitted with all development within the City Center.
- ◆ The master landscape plan shall identify the locations and types of vegetation that will be provided, irrigation and maintenance necessary to support the proposed plan, and elements that support the City Center's district theme.
- ◆ All landscaping within the City Center shall be in accordance with the City Center Landscape Palette.
- ◆ Trees should be selected to provide the maximum shade for pedestrian walkways during summer months.
- ◆ Landscaped areas shall be covered with 1/4" decomposed granite or like ground cover to a depth of 2".
- ◆ An area of no more than six square feet of non-vegetated ground cover is not permitted within landscaped areas (excluding the Arroyo).
- ◆ Landscaped areas shall include trees approximately 30' on center, designed to provide shade in summer months.
- ◆ Adjacent to Main Street, trees shall be required within hardscaped areas 30' on center, surrounded by tree-grates.
- ◆ Hardscape areas adjacent to Main Street shall be designed to accommodate free-flow pedestrian movement.



Landscaping can considerably add to the streetscape by providing shade, color, as well to provide "spatial enclosure" as shown in the photo above.

- 
- ◆ Planters and other landscape amenities are encouraged to enhance the paved, landscape areas.
  - ◆ Landscaping in the public realm should include turf areas for seating and relaxation, shade, and planted areas.





# Chapter 4e SITE PLANNING



Trees and on-street parking provide a buffer from the street and ample awnings help to create a pedestrian friendly environment.

## OVERVIEW

When completed, the Goodyear City Center could include more than two million square feet of office and retail uses complemented by hotel, residential and business park development, and public spaces. It is anticipated that the City Center will be built over time, as market and funding conditions dictate. As the City Center develops site planning and development standards will help ensure that new buildings contribute to the overall Master Plan and City Center Vision.

### Site Planning Standards

#### *Setbacks*

Building setbacks refer to the distance from the property boundary to the outermost projection of the building or structure, excluding roof overhangs. To create a more pedestrian-friendly environment, buildings should be directly connected to the street with zero setbacks. This standard varies by district. Additional detail is provided below.

#### *Pedestrian Orientation*

Putting different land uses close to one another is not, by itself, enough to create a strong pedestrian zone. Making sure the environment is appealing and attractive to pedestrians is also important. In part, this means introducing amenities such as street trees, benches, crosswalks, decorative paving, fountains, public art, and other aesthetic elements. It also means making it easy to move around on foot. Clear and direct connections between different land uses can also facilitate access and encourage walking. As much as possible, stores should be located on the ground floor so they're visible to pedestrians. Compact street blocks should also be used to encourage pedestrian activity and provide a clear framework for development.

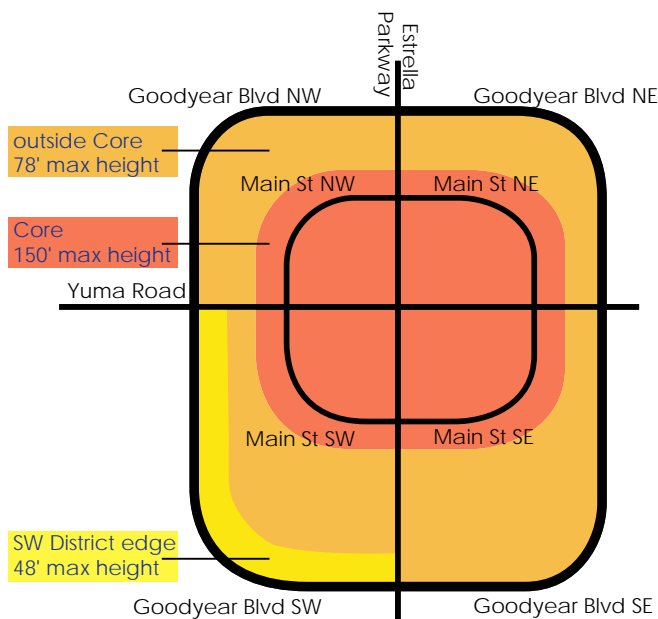
- ◆ Sidewalks that provide an unobstructed width of at least five feet shall be provided along all street types.
- ◆ Pedestrian amenities such as outdoor seating, trash receptacles, public art, and landscaping shall be provided.

- ◆ All buildings shall be accessible at ground level from the street front and adjoining public open spaces.
- ◆ Outdoor dining may be allowed by permit within the public right-of-way.

### ***Building Height***

The mix of uses encouraged in the City Center is made possible by an intensity of development that requires buildings of two to three stories. While buildings with a minimum of two to three stories are desired fronting Main Street, buildings of up to 150 feet will be allowed. In general, it is expected that the highest buildings will be located adjacent to Estrella Parkway and Yuma Road within the Main Street loop, decreasing buildings towards the edge of the City Center to transition to existing and planned development at a more suburban scale.

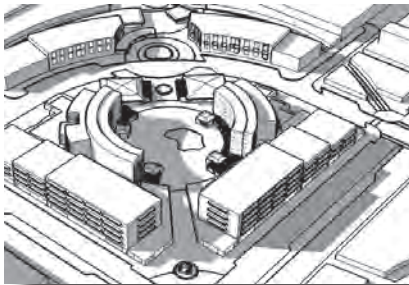
- ◆ Building heights in the City Center Core shall not exceed 150 feet.
- ◆ Building heights outside the City Center Core shall not exceed 78 feet, with the exception of the first row of buildings along Goodyear Boulevard Southwest, where building heights shall not exceed 48 feet.



***Building heights in the City Center are highest in the Core, stepping down to the minimum heights adjacent to Goodyear Boulevard Southwest.***



The use of stepped building setbacks is encouraged to decrease shadows on the street, increase residential privacy on upper levels, and reduce mass directly on the street front.



An early sun/shadow study performed for a conceptual model of the Goodyear City Center showing afternoon shadows cast on December 21. A sun/shadow study is required to assess the sunlight and shade effects on public space, streets, and nearby properties.

- ◆ Building intensities and densities are greatest along Estrella Parkway and Yuma Road.
- ◆ The use of graduated building stepbacks is encouraged to diminish the effect of shadows on important public spaces in the City Center.
- ◆ Building arrangements and building heights within the Main Street loop in each district should not result in shadows cast over more than 30 percent of the civic, community, and formal open spaces for the entire day.
- ◆ Shadows cast shall be determined by a shade study that considers shadows cast on June 21 and December 21 at 8:00 a.m. and 4:00 p.m.
- ◆ Building facades fronting a street must be stepped back a minimum of ten feet above a height of 45 feet.
- ◆ To make the street more walkable and the streetscape more attractive, minimize the number of curb cuts.
- ◆ Consolidation of site access shall be required to reduce the number of access drives from the street.
- ◆ Gates or doorways are encouraged to be recessed inward a minimum of three feet from the building façade.
- ◆ Loading docks and parking garages are not permitted adjacent to single family zoning districts.

## Windows and Facades

Frequent entrances, graphic signage, attached awnings, storefront displays, lobby entrances, integrated landscaping, and setbacks help establish visual and functional connections to the public street and create an active walking environment. To contribute to an active walking environment throughout the City Center, it is encouraged that buildings maximize storefront glazing and openness.

- ◆ For any wall over 30' in horizontal length, design features such as graphic signage, attached awnings, storefront displays, lobby entrances, integrated landscaping, and setbacks shall be provided.

## Building Orientation

Buildings should be designed to have both an external orientation to the streetscape and an internal orientation to the pedestrian environment with unifying open space and pedestrian pathways. In addition, the building orientation determines the amount of solar radiation it receives. The orientation, with respect to air patterns, affects the amount of natural ventilation possible.

- ◆ Buildings should be oriented with the long axis east-west whenever possible and appropriate.
- ◆ All retail, civic, and office building entries shall provide primary pedestrian access onto public streets.
- ◆ The City Hall building shall be double fronted to the street and the public open space.
- ◆ Access from parking should be encouraged via mid-block passageways, or "paseos," to the street.
- ◆ Blank walls of more than 30 feet in length are not permitted adjacent to Main Street, Yuma Road and Estrella Parkway or public open spaces.



Windows and entryways are the primary wall treatments used to avoid expanses of blank wall greater than 30 feet.



Diagonal parking, landscaping, and a wide sidewalk provide a comfortable pedestrian environment.



This mixed-use structure on Pearl Street, Boulder, Colorado, combines parking space with retail and office space.



Another example, this one from Pasadena, California, of ground floor retail effectively screening a parking structure from the pedestrian perspective.

*Ultimately, parking lots and structures shall be hidden from the pedestrian perspective. In the interim parking lots shall not be abutting Mail Street as defined in this plan.*

## Parking

- ◆ Shared parking solutions must be considered in all PAD submittals.
- ◆ Required parking minimums can be reduced at the discretion of the City with a shared parking study approved by the Community Development Department.
- ◆ Private surface parking shall not be permitted abutting the Main Street loop, nor Yuma Road and Estrella Parkway within the City Center Core. A parking lot shall be considered abutting the Main Street loop unless it is separated from it by a storefront facade, building, or a planned building identified in the PAD submittal.
- ◆ Parking lots may be accessed from Pedestrian, Arterial and Scenic Arterial streets.
- ◆ With the exception of parking garages located on Goodyear Boulevard, alleys should be the primary source of access to off-street parking.

## Lighting

Lighting in the City Center is governed by Article 10 of City of Goodyear Zoning Ordinance Outdoor Lighting Standards as amended from time to time.

- ◆ The City Center Core is considered Zone IV – Special Light Area, and as such the appropriateness of lighting will be determined by the City of Goodyear Planning and Zoning staff during the City’s development review process.
- ◆ The Lighting Zone for areas outside of the City Center Core will be determined by City staff during the PAD review process.
- ◆ In general, lighting should be provided throughout the entire Goodyear City Center.
- ◆ Lighting for all pedestrian areas should be provided at a minimum of one-and-a-half horizontal foot-candles.
- ◆ Lighting fixtures will be reviewed and regulated by the City of Goodyear to ensure that the architectural style and the intent of the Goodyear City Center design is maintained throughout the area.
- ◆ On Goodyear Boulevard, standard city light fixtures are permitted and limited to a maximum height of 30 feet.



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## Shading

- ◆ Any building or structure abutting Main Street, Estrella Parkway, Yuma Road, and the Civic Open Space shall provide shade structures extending a minimum of five feet out from the building front along 70 percent of the ground floor of the building facade;
- ◆ Shading can be achieved by the use of arcades, colonnades, marquee awnings, and second floor balconies.
- ◆ Arcades, colonnades, marquee awnings, and balconies shall reflect the architectural style, color, and material palette of the district.



Awnings constructed from a variety of materials add to the appeal of the pedestrian space. Here a painted steel awning in the foreground and a wooden one beyond provide a varied pedestrian environment at Kierland Commons, Phoenix, Arizona.

## Signs

- ◆ The style of signs within each of the City Center districts will be regulated by the City Center Sign Overlay District incorporated by reference.

## Loading Zone/Service Alleys

- ◆ "Service yards" shall be adequately screened from the pedestrian view.
- ◆ Service yards area walls should be constructed out of concrete block and should match the surrounding architectural style of that area.
- ◆ Service yards should be enclosed by a gate that matches the architectural style and color set up for the area.





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## Estrella Parkway and Yuma Road

### *Overview*

Estrella Parkway and Yuma Road provide the gateways to the City Center. Buildings fronting these roads should create a strong sense of entry. One or more buildings will have unique forms or heights that will reinforce the sense of a City Center. Landscaping along these roadways will be accented by street-tree themes that unify the Center.

The intersection at Estrella Parkway and Yuma Road is a major gateway. It should include landmark-type buildings and amenities to frame the entrances to public spaces at this intersection and provide orientation and identity for the City Center.

### *Site Planning Standards*

#### **Setbacks**

- ◆ Buildings along Estrella Parkway and Yuma Road shall have zero setbacks; however, building entry ways may be setback as much as ten feet from the front setback line.

#### **Pedestrian Orientation**

- ◆ Sidewalks along Estrella Parkway and Yuma Road are 18 feet wide to accommodate pedestrians with a ten foot wide landscape area located behind the curb.

#### **Building Height**

- ◆ Development fronting Yuma Road and Estrella Parkway within the City Center Core must be at least three stories in height and may include live-work and offices on the second and higher floors.

#### **Access**

- ◆ Vehicular building access along Estrella Parkway and Yuma Road may be provided from the roadway.
- ◆ Curb cuts shall be separated by a minimum of at least 150 feet.
- ◆ Pedestrian access to buildings shall be provided from the Estrella Parkway and Yuma Road rights-of-way.

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## Windows

- ◆ The ground-floor storefronts of all buildings along Estrella Parkway and Yuma Road shall incorporate a minimum of 60 percent window glazing.

## Building Orientation

- ◆ All buildings abutting Estrella Parkway or Yuma Road shall provide pedestrian access to these roads.
- ◆ Buildings adjacent to Yuma Road or Estrella Parkway shall be oriented towards these roadways.
- ◆ Secondary entries may be placed at the rear of street-facing buildings.

## Parking

- ◆ To encourage slower speeds and provide a buffer from traffic for pedestrians, parallel parking may be permitted along Estrella Parkway and Yuma Road.

## Surface and Structured Parking

- ◆ Parking lots may not be located adjacent to Yuma Road or Estrella Parkway. Parking structures may not be located adjacent to Yuma Road or Estrella Parkway unless the ground floor of any such structure is wrapped with storefront adjacent to the street. Additionally, all floors above the first floor shall be treated with an architectural facade to enhance its appearance.

## Main Street Loop

### Overview

The Main Street loop is a key unifying infrastructure element in the City Center. It is designed as an outdoor room that attracts more pedestrians than cars. Because buildings are directly connected to the sidewalk, drivers are provided with a window to the activities in the City Center shops, offices, and its public spaces. To create the outdoor room, building heights are stepped back and proportionate to the street width. Shade is provided by trees and awnings and street furniture invites perambulators and shoppers. Signs and shops are appropriate to the pedestrian scaled environment.

### Site Planning Standards

#### Setbacks

- ◆ Buildings along the Main Street loop shall be directly connected to the street with zero setbacks; however, to provide entry features, no more than 50 percent of the building facade may be set back up to ten feet from the property line.

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### **Pedestrian Orientation**

- ◆ All buildings shall be accessible at ground-level from the street-front and adjoining open spaces.

### **Building Height**

- ◆ Development fronting Main Street should be at least two stories in height or have a two-story architectural element, and may include live-work and offices on the second and higher floors.

### **Access**

- ◆ No curb cuts shall be permitted within 300 feet of Estrella Parkway and Yuma Road, with all other curb cuts a minimum of 150 feet apart.
- ◆ Pedestrian access to and from buildings from parking areas and structures shall be at least five feet wide, clear of any encumbrances to the walkway, clearly identified with signs, landscaped, lighted, and paved.
- ◆ Pedestrian walkways through parking lots shall be provided at least every three parking bays.

### **Loading Zone/Service Alleys**

- ◆ Minimize the number of access points from Main Street to loading zones and service alleys.

## **Goodyear Boulevard**

### *Overview*

Goodyear Boulevard is intended to be a four-lane, higher volume, vehicular roadway that provides access to development outside the Main Street loop and an alternate route around the edge of the Goodyear City Center. If traffic warrants, the median landscape area may be used to expand this facility to six lanes. Land uses and development adjacent to Goodyear Boulevard on the City Center side may be set back from the sidewalk.

### *Site Planning Standards*

#### **Setbacks**

- ◆ Buildings may be setback from the sidewalk a maximum of 50 feet along Goodyear Boulevard.

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### **Pedestrian Orientation**

- ◆ All development shall be directly accessible to pedestrians from the sidewalk along Goodyear Boulevard.

### **Building Height**

- ◆ Building heights on the outside edge of Goodyear Boulevard are not regulated by this Specific Area Plan.

## **Neighborhood Streets**

### *Overview*

Neighborhood Streets are generally located between the Main Street loop and Goodyear Boulevard. These streets are envisioned to be in a grid and provide connections to Estrella Parkway, Yuma Road, and Goodyear Boulevard. Within each district, these streets provide direct access to developments.

### *Site Planning Standards*

### **Pedestrian Orientation**

- ◆ Development along neighborhood streets shall be oriented towards the street.

### **Parking**

- ◆ Parking lots may be directly accessible and screened with landscape or low screen walls from neighborhood streets.



# ARCHITECTURAL THEME



A trellis creates patterns on a pedestrian walkway.

## OVERVIEW

In the desert, sun/shade relationships are critical and the patterns made by the shade are often beautiful. The changing patterns are also very interesting. As the sun sets and light quality changes it becomes magical. Shadows can tell time and what season it is. Wind and the capture of breezes are so important to living in a desert environment. Rock is the material of the desert, be it large boulders or grains of sand. The color and types of minerals and rock should be ingrained in the design. And water, of course, is vital. It is the element that makes life possible and is invaluable in this climate for comfort. These elements should be celebrated through the Southwestern Contemporary architecture style for the Goodyear City Center, as described in this section.

Each District in the Goodyear City Center focuses on one of these patterns and relations to emphasize the City Center's connection to the community and to the region. The Architectural Theme described in this section demonstrates why residents choose to be in Goodyear. The Architectural Theme reflects literally or abstractly in architecture and design, the parts of nature that residents love about Goodyear and its southwest environment.

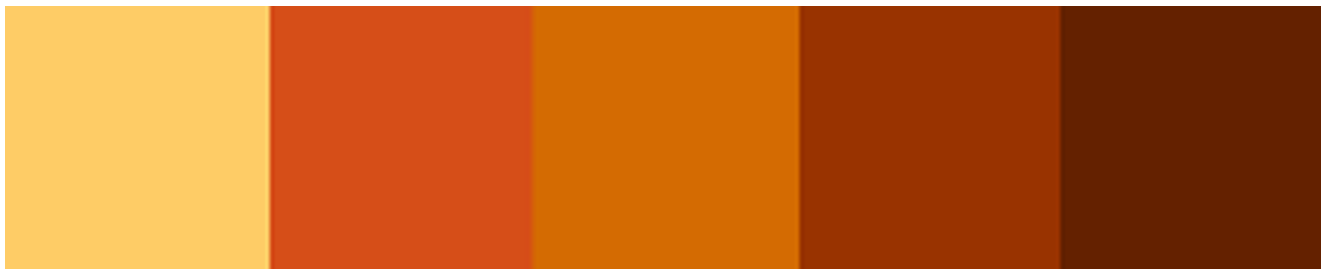
Prior to the approval of the first Site Plan in any District in the City Center, Architectural Design Guidelines styled to achieve harmony and continuity of design shall be prepared for that District and submitted for administrative review and approval by the Community Development Director, or his designee.

## Colors

- ◆ Materials should be of a natural desert color palette.
- ◆ Require, for a minimum of the first 30 feet of building height above grade, the predominant use of desert theme colors shown in the primary color palette. Refer to the Goodyear City Center Color Palette in Appendix C. The Chart correlates the City Center palette colors to Dunn-Edwards Paint Colors.



An example of the application of the primary color palette



### *Desert theme colors, primary color palette*

- ◆ Require the use use of accent colors (dusty greys, beige, rose, grey green, maroon, and purple) shown in the accent color palette. Refer to the Goodyear City Center Color Palette in the Appendix C. The Chart correlates the City Center palette colors to Dunn-Edwards Paint Colors.



An example of the application of the accent color palette



### *Desert theme colors, accent color palette*







## Patterns and Textures

- ◆ Encourage the use of complementary materials: wood; desert stone; appropriately colored concrete block; and glass or metal in limited amounts. Stucco over CMU, split face or block are also acceptable materials. Painted CMU is not encouraged.

The use of complementary materials: wood; desert stone; appropriately colored concrete block; and glass or metal in limited amounts is encouraged throughout the City Center.



The use of wood, desert stone, appropriately colored concrete block, and glass or metal in limited amounts are encouraged throughout the City Center.

- ◆ Sloped roof materials shall consist of flat concrete tile, painted metal, and slate in an appropriate color palette.



Roof materials such as slate, flat concrete tile, painted metal in the appropriate color palette are all considered appropriate for the City Center.

- ◆ Public sidewalks should be shaded by means of arcades, awnings, trellises, canopy trees, and other shading devices.
- ◆ Low-rise building roofs should be treated with colored gravel, landscaping or made into usable exterior space. Metal roofs should be painted to minimize reflectivity, unless the metal roof is treated with a patina to lessen reflectivity.
- ◆ Because of the climate, buildings should maximize a “punched window” expression. The face of glass should be set back from the face of building to minimize the exposure to direct sunlight.
- ◆ All mechanical equipment shall be grouped and screened from public view by architectural elements such as towers or roof forms.



Screened mechanical equipment.



Design well-recessed window openings and changes in depth of exterior walls to delineate building form through the use of shadow and light.



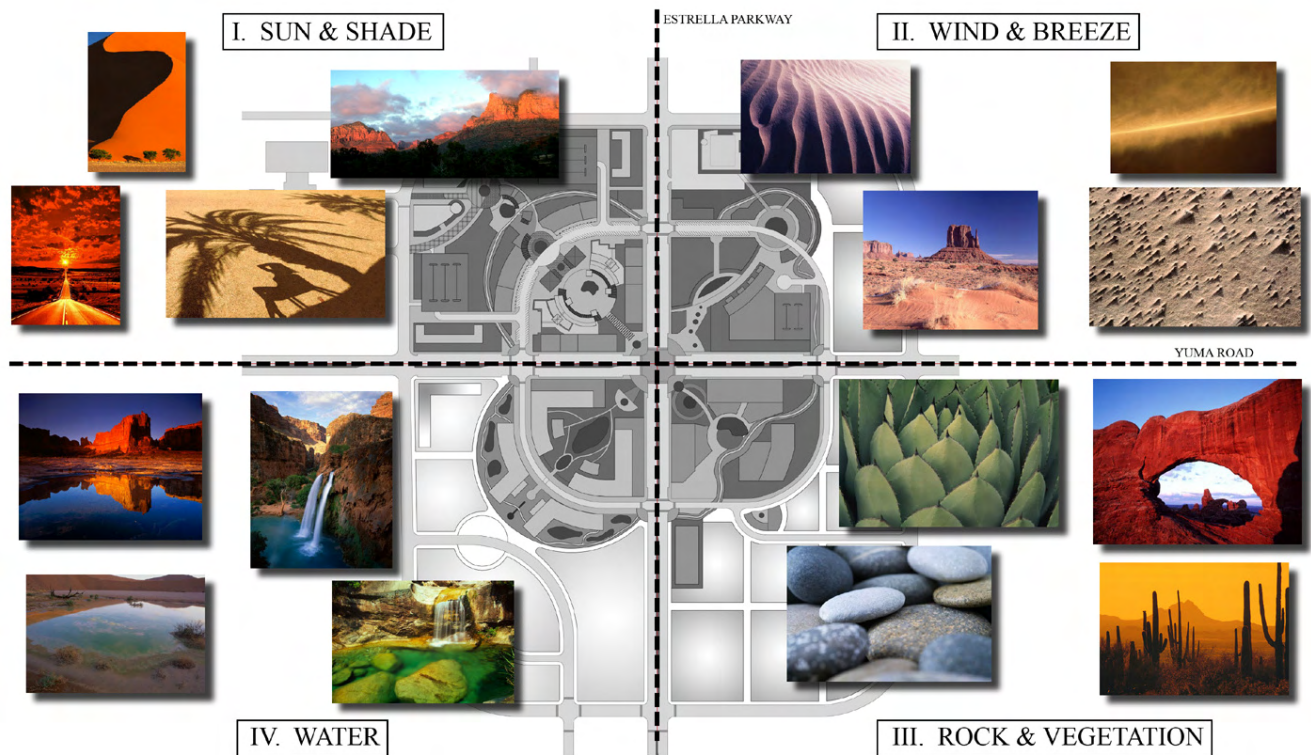
Roof Gardens create private public space in higher density residential areas.



Buildings are positioned to maximize shade and to allow the penetration of breezes to public open spaces.

## Design Concept of the Four Districts

An early design concept for the City Center included a canopy over the intersection of Estrella Parkway and Yuma Road that represented the sky. This space frame "cloud" connects the four districts, each designed to represent the primary aspects of the region — sun/shade (Northwest District), wind and breeze (Northeast District), rock and vegetation (Southeast District), and water (Southwest District).



One of the art boards used in presenting the concept of the City Center's four quadrants.



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### *Northwest District - sun/shade*

- ◆ Pedestrian circulation is enhanced and shaded by tall towers.
- ◆ Trellis and lattice create patterns that move as the sun changes position in the sky.
- ◆ Nighttime sun and shade patterns are created with artistic lighting.
- ◆ Palm trees are included in landscaping and public space areas to create shadows that get longer as the day wears on and are illuminated from below at night to create a pattern of small suns hovering above Main Street.
- ◆ When possible and practical, views frame the White Tank Mountains, which provide another beautiful display of change as the sun moves across the sky eventually setting and highlighting their color.
- ◆ A tall sun dial tower, an icon representing the sun/shade element, marks the intersection of Estrella Parkway and Yuma Road.



*One of the art boards used in presenting the concept of the City Center's Northwest District.*

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### *Northeast District - wind and breeze*

- ◆ The Northeast District is characterized by wind and breeze.
- ◆ Buildings should be positioned to maximize shade and to allow the penetration of breezes to public open spaces.
- ◆ Chimes, flags, and banners are experienced by the human senses of sight and sound and shall be used throughout this district.
- ◆ The layout of buildings channel natural breezes.
- ◆ Landscaping includes aromatic plants with pleasant smells that are disseminated by the breezes.



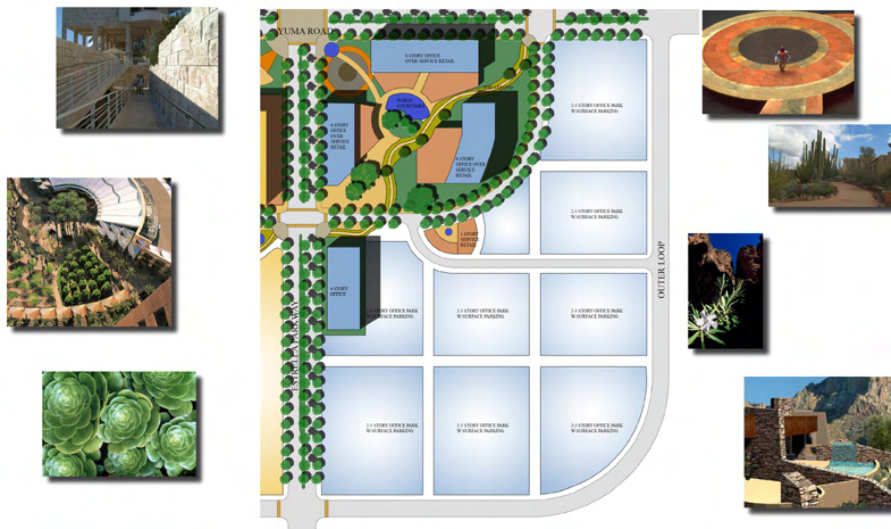
*One of the art boards used in presenting the concept of the City Center's Northeast District.*

### *Southeast District - rock and vegetation*

- ◆ Decorative stone or masonry, consistent with southwest contemporary desert theme, shall be used as a primary decorative accent at pedestrian level of all buildings visible from the public realm.
- ◆ Landscaping of all open space is desert influenced and interpretive to re-create a small desert botanical garden.
- ◆ A sculpture of color and form derived from the desert should be placed in the formal open space at the intersection of Estrella Parkway and Yuma Road.
- ◆ The use of rocks and boulders in the hardscape areas of the Southeast District is encouraged.



Pavement patterns can be used to evoke the sculptural forms created by wind so often seen in the desert.



One of the art boards used in presenting the concept of the City Center's Southeast District.





While water is an expected element of each District, it is the primary theme of the Southwest District. In this image, ponds and lush vegetation line a walking path through a mixed-use pedestrian core in the Robina Town Center, Queensland, Australia.

### *Southwest District - water*

- ◆ At the corner of Yuma Road and Estrella Parkway, a dramatic water feature, designed with water conservation in mind, calls attention to this district's theme.
- ◆ Water also appears throughout this district in landscaped areas, interactive fountains, and amenities, to create a pleasant living environment.
- ◆ When practical and possible, treated wastewater shall be used in water feature



One of the art boards used in presenting the concept of the City Center's Southwest District.

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# APPENDIX A DEFINITIONS

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## **Accessory Facilities**

In addition to the principal facilities expressly included herein, each residential and nonresidential facility type shall be deemed to include such facilities as are customarily associated with and are appropriate, incidental, and subordinate to such a principal facility; are located on the same lot as such principal facility; and meet the further conditions set forth hereinafter.

A. Such accessory facilities shall be controlled in the same manner as the principal facilities within such type, except as otherwise expressly provided in the City of Goodyear Zoning Ordinance. They include, but are not limited to, the following facilities, and shall not be deemed to include signs, which are classified and controlled separately:

1. Off-street parking and loading facilities serving a principal residential or nonresidential facility, whether located on the same lot there as or on another lot, but only if they are reserved for the residents, employees, patrons, or other persons utilizing the principal facility;
2. Open areas devoted to decorative paving or to swimming pools on the same lot as a principal facility;
3. Storage, service areas, and accessory buildings other than those listed elsewhere in this section if serving a principal facility on the same lot provided, that no such facilities that are unenclosed shall qualify as accessory to any principal enclosed nonresidential facility except for open areas, not exceeding two hundred square feet each for the temporary storage of trash;
4. Temporary construction yards and similar facilities that are necessary and incidental to development of facilities on the same lot or on another of several lots being developed at the same time; and
5. A temporary real estate sales office which is necessary and incidental to, and located on, the site of a subdivision being developed into five or more lots.

## **Administrative and Business Offices**

Administrative and business offices means offices of private firms or organizations which are primarily used for the provision of professional, executive, management, or

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administrative services. Typical uses include administrative offices and services such as: real estate; insurance; property management; investment; travel; secretarial services; telephone answering; photocopy and reproduction; and other activities when the service rendered is that customarily associated with administrative office services. Banks are excluded.

#### **Administrative Civic Activities**

Administrative civic activities include the activities typically performed by public, parochial, and public utility administrative offices.

#### **Alcoholic Beverage Sales**

Alcoholic beverage sales include the retail sale for off-premises consumption of liquor, beer, wine, or other alcoholic beverages.

#### **Automotive Repair and Cleaning**

Automotive repair and cleaning consist of the major repair or painting of motor vehicles, including body work and installation of major accessories as well as the washing and polishing of motor vehicles.

#### **Business and Communication Service**

Business and communication service include: the provision, primarily to firms rather than to individuals, of services of a clerical nature; goods brokerage; communication, or minor processing, such as multicopy and blueprinting services. Printing of books other than pamphlets and small reports for another firm and the storage of goods, other than small samples for sale are excluded.

#### **Business Equipment Sales and Services**

Business equipment sales and services means establishments or places of business primarily engaged in the sale, rental, or repair of equipment and supplies used by office, professional, and service establishments to the firms themselves rather than to individuals. Automotive, construction, and farm equipment are excluded. Typical uses include office equipment and supply firms, small business machine repair shops, or hotel equipment and supply firms.

#### **City Center**

The Goodyear City Center includes the 200 acres surrounding



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the intersection of Yuma Road and Estrella Parkway, and bounded on the outside by Goodyear Boulevard, a loop road currently partially constructed. The City Center is divided into four quadrants, each of which is described by its orientation to the whole; Northwest, Northeast, Southeast, and Southwest. At present the City of Goodyear is the owner of the Northwest quadrant.

#### **City Center Core**

The City Center Core ("Core") refers to the area of the City Center within and along the 'outside' of the Main Street loop to a depth of one building.

#### **Community Assembly Civic Activities**

Community assembly civic activities consist of the activities typically performed by, or at, the following institutions or installations. They also include certain activities accessory thereto, as specified above in Accessory facilities and include the following:

- A. Churches, temples, and synagogues;
- B. Food service and other concessions located within public parks;
- C. Public, parochial, and private nonprofit clubs, lodges, meeting halls, and recreation centers;
- D. Public and parochial playgrounds and playing fields;
- E. Temporary nonprofit festivals;
- F. Basketball courts, tennis courts, handball courts, lawn bowling, and similar outdoor park and recreational facilities;
- G. Public, parochial, and private nonprofit gymnasiums;
- H. Community swimming and wading pools, and other water play features; and
- I. Picnic areas.

#### **Community Education Civic Activities**

Community education civic activities include the activities typically performed by the following institutions. They also include certain activity accessory thereto, as specified above in Accessory facilities. These include:

- 
- A. Public, parochial, and private day-care centers for 13 or more children;
  - B. Public, parochial, and private nursery schools and kindergartens;
  - C. Public, parochial, and private elementary, junior high, and high schools; and
  - D. Higher education institutions.

### **Consultative and Financial Service**

Consultative and financial service commercial activities include the provision of financial, insurance, and real estate brokerage services as well as the provision of advice, designs, information, or consultation of a professional nature other than the services described in *Business and Communication Service* and *Research Service*.

### **Consumer Laundry**

Consumer laundry commercial activities include the cleaning of personal apparel and household appliances, furniture, and similar items. No drive through facilities will be permitted.

### **Convenience Market**

Convenience markets include the retail sale of food, beverages, and small personal convenience items primarily for off-premises consumption and typically found in establishments with long or late hours of operation and a relatively small building (generally less than 2,500 square feet). No drive-through facilities will be permitted.

### **Convenience Sales and Service**

Convenience sales and service include the retail sale, from the premises, of prescription drugs and other small personal convenience items such as toiletries, tobacco, and magazines as well as the provision of personal convenience services that are frequently needed, such as barber and beauty care which include shoe shining and operation of self-service laundromats and laundry or dry cleaning pick-up stations but exclude other apparel cleaning and repair services. No drive-through facilities will be permitted.

### **Custom Manufacturing Activities**

Custom manufacturing means the on-site production of individually crafted goods using hand tools or mechanical equipment typical of the type or specifications found in a





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home shop or not creating noise, dust, fumes, visual impacts or electrical or water use in excess of home shop or hobby equipment and may include incidental on-site sales of those goods to retail consumers. Typical uses include: ceramic studios; candle-making shops; custom jewelry manufacturing; wood working shops; or light assembly of components manufactured off-premises.

Custom manufacturing activities include the following as well as certain activities accessory thereto, as specified above in Accessory Facilities:

- A. Manufacturing, compounding, processing, assembling, packaging, treatment, or fabrication of: cameras and photographic equipment, excluding film, custom clothing and hair products and sewing garments from precut pieces;
- B. Professional, scientific, measuring, and control instruments, musical instruments, excluding pianos and organs;
- C. Medical, dental, optical, orthopedic instruments and appliances; handicraft, art objects, and jewelry;
- D. Printing, publishing, pattern-making, and sign-making.

#### **Eating and Drinking Establishments**

Eating and drinking establishments means places of business primarily engaged in the sale of prepared food and beverage for on-premise consumption. Typical uses include restaurants, short order eating places or bars. No drive through facilities will be permitted.

#### **Essential Service Civic Activities**

Essential service civic activities include the maintenance and operation of the following installations and include certain activities accessory thereto, as specified above in Accessory facilities:

- A. Electric, gas, and telephone distribution lines and poles and water, storm drainage, and sewer lines with incidental appurtenances thereto, but excluding electric transmission lines;
- B. Community and botanical gardens;
- C. Private streets;

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- D. Public polling places;
  - E. Streets, alleys, and paths, excluding uses on, under, or over such ways that uses are not customarily appurtenant thereto;
  - F. Seasonal retail sales conducted for a limited duration under valid license or lease on property owned by the city; and
  - G. All activities not classified elsewhere in the use regulations that are conducted on city parks.

### **Fast-Food Restaurant**

Fast-food restaurants include the retail sale of ready-to-eat prepared foods and beverages for on or off premises consumption whenever the foods and beverages are available upon a short waiting time and are primarily served in or on disposable wrappers, containers, or plates. Fast-food restaurants may also exhibit other design and operating characteristics including: (A) a limited menu; (B) food is typically ordered and served at a service counter; (C) food is paid for prior to consumption; and (D) the facility in which the activity/use is occurring provides a take-out counter space and space for customer queuing. No drive through facilities will be permitted.

### **Financial Services**

Financial services means establishments primarily engaged in the provision of financial services and banking. Typical uses include banks, savings and loan institutions, loan and lending activities, and similar services.

### **Food and Beverage Preparation – Without Consumption**

Food and beverage preparation – without consumption means establishments or places of business primarily engaged in the preparation of food and beverage where no consumption of the products occur on the premises. Typical uses include catering.

### **Food and Beverage Retail Sales**

Food and beverage retail sales means establishments or places of business primarily engaged in the retail sale of food and beverage for home consumption. Typical uses include grocery stores, liquor stores, delicatessens or retail bakeries. No drive through facilities will be permitted.



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**Hardscape**

Hardscape shall mean any pedestrian friendly landscape materials, designed to increase walkable areas of the sidewalk, including but not limited to, pavers; decorative or stamped concrete, at-grade tree gates, and may also include potted plants.

**Group Assembly**

Group assembly commercial activities include the provision of cultural, entertainment, educational, and athletic services to assembled groups of spectators or participants.

**Indoor Entertainment**

Predominantly spectator uses conducted within an enclosed building. Typical uses include motion picture theaters, meeting halls, reception halls, and auditoriums.

**Manufacturing Activities**

Manufacturing activities include the on-site production of goods by methods other than agricultural and are extractive in nature.

**Light Manufacturing Activities**

Light manufacturing activities include the following as well as certain activities accessory thereto, as specified above in Accessory Facilities:

- A. Manufacturing, compounding, processing, assembling, packaging, treatment, or fabrication of articles of merchandise other than the products listed above in Custom Manufacturing Activities from prepared materials: asbestos, cellophane, cork, fabrics and fibers, feathers, fur, hair, leather, paper, plastics, rubber, straw, textiles, wood, but excluding operation of a planing mill;
- B. Photographic developing;
- C. Manufacturing, compounding, processing, assembling, packaging and treatment, or fabrication of: beverages, but excluding alcoholic beverage types; and
- D. Business machines; ceramics other than handicraft, clothing and textile products, other than custom clothing, cosmetics, electrical and electronic equipment and appliances, other than the products

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listed above in Custom Manufacturing Activities, furniture and fixtures, food, but excluding fish, meat, sauerkraut, vinegar, and yeast, ice, pens, pencils, and artists' materials, pharmaceuticals, pianos and organs, small metal tools and products, sporting and athletic goods, tobacco, and toiletries;

### **Limited Child-Care Activities**

Limited child-care civic activities include the provision of day-care service for (12) or fewer children provided that care for four or more children be provided only in facilities licensed by a state or county agency and include certain activities accessory thereto, as specified above in Accessory Facilities.

### **Lodging**

Lodging services involve the provision of room and/or board. Typical uses include hotels, motels, inns, or transient boarding houses with seven or more rooms.

### **Mail Order Businesses**

Mail order businesses means the storage, sale, and delivery of goods and merchandise produced on or off the premises to retail or wholesale consumers by way of the mails, delivery services, or in any other manner in which visitation to the premises by the wholesale or retail consumers is strictly incidental.

### **Multifamily Dwelling Residential Facilities**

Multifamily dwelling residential facilities include permanently fixed buildings, or those portions thereof that accommodate or are intended to accommodate residential activities, each of which contains three or more dwelling units. They also include certain facilities accessory to the above, as previously specified in Accessory Facilities.

### **Nonassembly Cultural Civic Activities**

Nonassembly cultural civic activities include tasks typically performed by the following institutions along with certain activities accessory thereto, as specified in above Accessory Facilities:

- A. Public, parochial, and private nonprofit museums and art galleries; and
- B. Public, parochial, and private nonprofit libraries, conservatories, and observatories.



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**Public Realm**

The public realm describes the area between buildings that is visible or accessible to the public.

**One-Family Dwelling Residential Facilities**

One-family dwelling residential facilities include permanently fixed buildings, or those portions thereof, which accommodate or are intended to accommodate residential activities, each of which contains one dwelling unit. They also include certain facilities accessory to the above, as previously specified in Accessory Facilities.

**Personal Services**

Personal services means establishments or places of business primarily engaged in the provision of services of a personal nature. Typical uses include beauty and barber shops, seamstress, tailor, self-service laundry, photography studios, driving schools, health or physical fitness studios, reducing salons, dance studios, handicraft and hobby instruction.

**Repair Services, Consumer**

Repair services, consumer, means establishments primarily engaged in the provision of repair services to individuals and households rather than firms but excluding automotive and equipment use types. Typical uses include appliance repair shops, watch or jewelry repair, apparel repair firms, or musical instrument repair firms.

**Research Service**

Research services means establishments primarily engaged in research of an industrial or scientific nature that provided as a service or conducted by and for a private firm but excludes medical testing and analysis and product testing. Typical uses include electronics research laboratories, space research and development firms, or pharmaceutical research labs.

**Resort and Recreational Facilities**

Resort services include the provision of extensive outdoor recreation and entertainment especially for vacationers. Typical uses include resort and recreational facilities, health spas, resort hotels and motels, guest ranches, inns, or organized camps.

**Retail Sales, General**

Retail sales, general, means sale or rental of commonly used

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goods and merchandise for personal or household use. Typical uses include department stores, apparel stores, furniture stores, or establishments providing the following products or services: household cleaning and maintenance products; drugs, cards, and stationery, notions, books, tobacco products, cosmetics, and specialty items; flowers, plants, hobby materials, toys, and handcrafted items; apparel, jewelry, fabrics, and like items; cameras, photography services, household electronic equipment, records, sporting equipment, kitchen utensils, home furnishing and appliances, art supplies and framing, arts and antiques, paint and wallpaper, carpeting and floor covering, interior decorating services, office supplies; bicycles; automotive parts and accessories (excluding service and installation) hardware stores (excluding lumber storage or sales). Retail sales, general, buildings shall not exceed 100,000 square feet.

#### **Retail Sales, Complementary**

Retail sales, complementary, means the use of a building for retail sales that are accessory to a principle permitted use on the lot and does not exceed a combined floor area of 5,000 sq. ft. per building.

#### **Shopping Center Facility**

A shopping center facility is a complex of one or more retail buildings and related facilities forming a central retail market within a given area and having a common parking area.

#### **Sidewalk Cafe, Facility**

A "sidewalk cafe" is either an eating or drinking establishment, fast-food restaurant or alcoholic beverage sales activity located on private property with a dining area that encroaches upon the sidewalk area of the public right-of-way. Such dining area shall be defined by design elements that separate the establishment from the remainder of the sidewalk.

#### **Storefront Facade**

Storefront Facade. A storefront facade is defined as the exterior of a commercial business that has direct pedestrian access from the public right of way. Storefront facades shall include: large and clear transparent windows. Storefront facades should be designed in a repeating rhythm along the sidewalk. Buildings with three or more storefronts may vary base materials, entry locations or awning/canopy design.





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For storefront facades that comprise a significant portion of a block, the facade(s) should be visually divided into two or more individual storefronts, e.g., 25' storefront modules.

**Telecommunication Activities**

Telecommunication activities include the transmission, between or among points specified by the user, of information of the user's choosing without change in the form or content of the information as sent and received.

**Two-Family Dwelling Residential Facilities**

Two-family dwelling residential facilities include permanently fixed buildings, or those portions thereof, that accommodate or are intended to accommodate residential activities, and each of which contains two dwelling units. They also include certain facilities accessory to the above, as previously specified above in Accessory Facilities.

**Utility and Vehicular Civic Activities**

Utility and vehicular civic activities include the maintenance and operation of the following installations as well as certain activities accessory thereto, as specified above in Accessory Facilities:

- A. Communications equipment installations and exchanges but excluding telecommunications activities previously specified in Telecommunications Activities;
- B. Electrical substations;
- C. Emergency hospitals operated by a public agency;
- D. Gas substations;
- E. Police and fire stations;
- F. Post offices but excluding major mail-processing centers; and
- G. Publicly operated off-street parking lots and garages available to the general public either without charge or on a fee basis.

**Wholesaling, Storage and Distribution – Light**

Wholesaling, storage and warehousing services within enclosed structures typically include wholesale distributor, storage warehouses, or moving and storage firms.



# APPENDIX B PLANT PALETTE

Plant Palette						
		Main Street	Estrella Parkway	Yuma Road	Goodyear Boulevard	
BOTANICAL NAME	COMMON NAME					
ACCENTS						
SUCCULENTS						
Agave spp.	Agave	NO RESTRICTIONS		X		
Agave	Aloe		X			
Bulbine frutescens	Bulbine		X			
Carnegieia gigantea	Saguaro				X	
Dasyliirion spp.	Desert Spoon			X		
Ferocactus spp.	Barrel Cactus			X		
Fouquieria spp.	Ocotillo				X	
Hesperaloe spp.	Hesperaloe			X		
Nolina spp.	Bear-grass			X		
Yucca spp.	Yucca				X	
GRASSES						
Muhlenbergia lindheimeri	Lindheimer Muhly			X		
Muhlenbergia rigens	Deer Grass			X		
Muhlenbergia rigida	Purple Muhly			X		
Sporobolus airoides	Alkali Sacaton				X	
Sporobolus wrightii	Big Sacaton				X	
GROUNDCOVERS						
Asparagus densiflorus cv. 'Sprengeri'	Sprenger Asparagus			X		
Atriplex spp.	Saltbush					X
Baccharis pilularis	Coyote Bush			X		

Plant Palette					
BOTANICAL NAME	COMMON NAME	Main Street	Estrella Parkway	Yuma Road	Goodyear Boulevard
Convolvulus mauritanicus	Ground Morning Glory	NO RESTRICTIONS	x		
Dalia spp.	Indigo Bush			x	
Eschscholzia mexicana	Mexican Gold Poppy			x	
Lantana spp.	Trailing Lantana			x	
Oenothera deltoidea	Dune Evening Primrose				x
Rosmarinus officinalis cv. 'Prostratus'	Prostrate Rosemary		x		
Salvia chamaedryoides	Blue Sage				x
Verbena gooddingii	Goodding's Verbena				x
Wedelia trilobata	Yellow Dot		x		
PERENNIAL WILDFLOWERS					
Baileya multiradiata	Desert Marigold				x
Berlandiera lyrata	Chocolate Flower				x
Castilleja lanata	Indian Paintbrush		x		
Eupatorium greggii	Eupatorium		x		
Gaura lindheimeri	Desert Orchid			x	
Hymenoxys acaulis	Angelita Daisy		x		
Psilostrophe cooperi	Paperflower				x
Senna covesii (Cassia covesii)	Desert Senna			x	
Sphaeralcea spp.	Globemallow				x
Tagetes spp.	Marigold			x	
VINES					
Antigonon leptopus	Coral Vine, Queen's Wreath			x	



Plant Palette					
BOTANICAL NAME	COMMON NAME	Main Street	Estrella Parkway	Yuma Road	Goodyear Boulevard
Bougainvillea spp.	Bougainvillea	NO RESTRICTIONS	x		
Campsis radicans	Common Trumpet Creeper				x
Hardenbergia comptoniana	Lilac Vine			x	
Mascagnia macroptera	Yellow Orchid Vine			x	
Podranea ricasoliana	Pink Trumpet Vine				x
Rosa banksiae	Lady Bank’s Rose			x	
SHRUBS					
Acacia spp.	Acacia			x	
Ambrosia deltoidea	Triangleleaf Bursage				x
Anisacanthus spp.	Desert Honeysuckle		x		
Artemisia spp.	Sagebrush				x
Atriplex spp.	Salt Bush				x
Baccaris spp.	Desert Broom, Coyote Bush			x	
Berberis haematocarpa	Red Barberry			x	
Buddleia marrubifolia	Woolly Butterfly Bush				x
Caesalpinia spp.	Bird-of-Paradise			x	
Calliandra californica	Baja Fairy Duster			x	
Calliandra eriophylla	Fairy Duster				x
Celtis pallida	Desert Hackberry				x
Convolvulus cneorum	Bush Morning Glory, Silverbush		x		
Dodonaea viscosa	Hopbush		x		
Encelia farinosa	Brittlebush				x
Euphorbia antisiphilitica	Wax Plant, Candelilla			x	

Plant Palette					
BOTANICAL NAME	COMMON NAME	Main Street	Estrella Parkway	Yuma Road	Goodyear Boulevard
Euphorbia rigida	Euphorbia	NO RESTRICTIONS		x	
Justicia spp.	Mexican Honeysuckle,				x
Larrea tridentata	Creosote Bush				x
Leucophyllum spp.	Texas Sage, Texas Ranger			x	
Ruellia spp.	Ruellia		x		
Salvia spp.	Sage		x		
Senna spp. (Cassia spp.)	Cassia		x		
Simmondsia chinensis	Jojoba			x	
Tecoma spp.	Tecoma		x		
Tecomaria capensis	Cape Honeysuckle		x		
Trixis californica	Trixis				x
TREES					
Acacia spp.	Acacia, Wattle			x	
Bauhinia mexicana	Orchid Tree	x	x		
Celtis reticulata	Western Hackberry				x
Chilopsis linearis	Desert-willow			x	
Dalbergia sissoo	Sissoo Tree	x	x		
Geijera parviflora	Australian-willow	x			x
Gleditsia triacanthos	Honey Locust	x	x		
Olneya tesota	Ironwood				x
Parkinsonia spp. (Cercidium spp.)	Palo Verde	x			x
Phoenix dactylifera	Date Palm			x	
Pistache spp.	Pistachio	x		x	





Plant Palette					
BOTANICAL NAME	COMMON NAME	Main Street	Estrella Parkway	Yuma Road	Goodyear Boulevard
Pithecellobium flexicaule	Texas Ebony	x			x
Pittosporum phillyraeoides	Willow Pittosporum	x		x	
Prosopis spp.	Mesquite	x		x	
Sophora secundiflora	Texas Mountain Laurel, Mescal Bean		x		
Washingtonia filifera	Fan Palm		x		



# APPENDIX C COLOR PALETTE

## GOODYEAR CITY CENTER

### PRIMARY COLORS

#### SIMILAR DUNN EDWARD COLOR



DE5348  
Corn Harvest



DE5174  
Clay Pot



DE5229  
Clay Terrace



DE5153  
Iron Ore



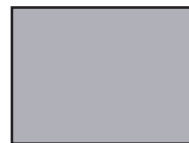
DE5348  
Foxy Brown

### ACCENT COLORS

#### SIMILAR DUNN EDWARD COLOR



DE5317  
Precious Nectar



DE6367  
Covered in Platinum



DEC705  
Burnt Crimson



DE6284  
Graceful Green



DE5138  
Orangeville



DE5991  
Purple Pride